

BUHM 051: INTRODUCTION TO FOOD AND BEVERAGE MANAGEMENT

Originator

ybender

Justification / Rationale

Change the number of maximum students to be more in line with district guidelines.

Effective Term

Spring 2023

Credit Status

Credit - Degree Applicable

Subject

BUHM - Business/Hotel & Restaurant

Course Number

051

Full Course Title

Introduction to Food and Beverage Management

Short Title

INTRO TO FOOD & BEV MGMT

Discipline**Disciplines List**

Hotel and Motel Services

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

Techniques and procedures of management are explored and developed as they relate to commercial and institutional food and beverage facilities. Topics include: functions of management, marketing, menu development, effective cost controls in purchasing, labor and service techniques.

Schedule Description

Management of Food and Beverage Operations

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

No

Author

Jack D. Ninemeier, Ph.D., CHA, CFBE, CHE

Title

Management of Food and Beverage Operations, Sixth Edition

Edition

6th

Publisher

AHLEI

Year

2016

College Level

Yes

ISBN #

ISBN: 978-0-86612-477-5

For Text greater than five years old, list rationale:

The plan is for Hospitality Management students to graduate with their A.A. degrees as well as certification through the American Hotel and Lodging Association, which is the premier Hospitality Association in the world. Their certificates, and designations are well recognized, and offer COD students much greater opportunity for higher job placement upon graduation. This textbook is listed as one of the requirements for certification.

Class Size Maximum

35

Course Content

This class will provide the foundation future professionals need to make smart decisions in food and beverage operations. This course shows how to give guests the highest priority as all details of the food and beverage operation are planned, implemented, and evaluated. Students learn how to build business through effective marketing strategies, how to satisfy the food-quality and nutritional demands of guests, and how to increase profits by maximizing service, productivity, and technology.

Course Objectives

	Objectives
Objective 1	Identify current trends and issues impacting restaurant/food & beverage management.
Objective 2	Discuss the varying types of food and beverage operations.
Objective 3	Explain the importance of food safety, sanitation, and environmental safety in food and beverage operations.
Objective 4	Describe procedures used for menu planning, effective purchasing, receiving, storing, and using of items in the operation of a food and beverage establishment.
Objective 5	Identify major on-going trends in customer behavior that will affect the restaurant /food & beverage industry.

Objective 6 Describe the importance of concepts, location and design in food and beverage facilities.

Objective 7 Demonstrate management functions in food and beverage operations.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

Outcome 1 Identify the function and responsibilities of personnel within key business departments of the core food and beverage sectors.

Outcome 2 Illustrate the skills and traits needed to become successful within each unit.

Outcome 3 Summarize the core activities and interaction of each unit on successful operation of a food and beverage organization.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	The lecture will be the cornerstone of the course. Through weekly lectures, students will gain a better understanding of the subject matter.
Participation	Each student will be expected to participate in all class activities as a way of learning how to interact, and discuss different points of view that are necessary for the workplace.
Discussion	Classes will include active discussions so that students can share ideas, and see different points of view. These discussions will be used by the instructor to evaluate the understanding of the subject.
Collaborative/Team	There will be a group project that the students will work on throughout the semester. Hospitality is very much a collaborative effort in the workplace. This group project will test their knowledge, apply the principles learned throughout the semester, and instill in them a sense of teamwork.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Tests/Quizzes/Examinations	These methods will be used to evaluate the understanding of concepts.	In and Out of Class
College level or pre-collegiate essays	Essays will be used to evaluate overall understanding of specific theories and practices that will be covered in class.	In and Out of Class
Group activity participation/observation	Hospitality is very much a collaborative effort in the workplace. This group project will test their knowledge, apply the principles learned throughout the semester and instill in them a sense of teamwork.	In and Out of Class
Mid-term and final evaluations	These methods will be used to evaluate the understanding of concepts.	In and Out of Class
Student participation/contribution	Student's participation will enable the instructor to evaluate each students understanding of the topics being covered.	In Class Only

Assignments

Other In-class Assignments

1. Written essays specific to topics being taught in class.
2. Group project: Open a restaurant from the ground up.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

N/A

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

External to Course Management System:

Teleconferencing
Telephone contact/voicemail

For hybrid courses:

Library workshops
Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

The strategies listed above will provide consistent interaction between the instructor and students as well as foster a team environment by encouraging replies to other students' posts and feedback from the instructor.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Offering this course in an online format will enable students that have other obligations, such as full-time work or children, to fulfill their quest to attain a degree, and learn the skills that will help them secure a better paying job.

Comparable Transfer Course Information

University System

CSU

Campus

CSU East Bay

Course Number

HOS 215

Course Title

Food and Beverage Management

Catalog Year

2018-2019

University System

CSU

Campus

California State Polytechnic University, Pomona

Course Number

HRT 382

Course Title

Food and Beverage Operations I

Catalog Year

2015-2016

MIS Course Data**CIP Code**

52.0909 - Hotel, Motel, and Restaurant Management.

TOP Code

130710 - Restaurant and Food Services and Management

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

C-ID

HOSP 130

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

BUHM 051 Approval Letter.pdf

Approvals**Curriculum Committee Approval Date**

10/20/2022

Academic Senate Approval Date

10/27/2022

Board of Trustees Approval Date

12/16/2022

Chancellor's Office Approval Date

1/28/2021

Course Control Number

CCC000622286

Programs referencing this courseHospitality Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=117>)Culinary AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=23>)Liberal Arts: Business and Technology AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=27>)Hospitality Management AS Degree (transfer preparation) (<http://catalog.collegeofthedesert.eduundefined/?key=59>)Hospitality Management AS Degree (employment preparation) (<http://catalog.collegeofthedesert.eduundefined/?key=60>)