

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM4305
<b>Subject Title</b>	Food and Beverage Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	HTM2306 Introduction to Food and Beverage Operations HTM3203 Managerial Concepts in Food and Beverage Operations
<b>Objectives</b>	This subject will allow students to develop commercially viable food and beverage projects by applying concepts of planning, organising and controlling. Students need to integrate and synthesize resources like materials, staff, equipment, time and costs to achieve high productivity while retaining suitable standards and culminate in an in-depth analysis of the project's performance.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent Professional</b></p> <ul style="list-style-type: none"> <li>• Apply knowledge of food and beverage management systems.</li> <li>• Demonstrate knowledge and intellectual skills needed for operational competence (professional, business and finance, human resource management and social skills) in food and beverage operations.</li> <li>• Apply design and use technical skills in carrying out the operations and administration for Food and Beverage managerial functions.</li> <li>• Apply the mechanics of inventory control and related operational control systems to interpret data which accurately reflects sales history and customer desires, to utilize when planning or designing menus.</li> <li>• Develop and demonstrate the principles of effective management and supervision such as planning, organizing, directing and controlling all available resources in order to achieve the stated objectives.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• Make sound judgments in planning, organizing and managing a Food and Beverage business.</li> </ul> <p><b>C. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Discuss and explain how various catering systems respond to business and customer needs and requirements.</li> <li>• Apply the concept of menu planning to a range of menus used by different food and beverage organizations.</li> </ul>

	<p><b>D. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Apply a wide range of routine applications and demonstrate individual and group dynamics in communication through different food and beverage events.</li> <li>• Appraise the work of the other management teams through the application of effective communication mechanisms such as regular meetings, reporting and feedback that can be combined to meet the project's objectives.</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• Demonstrate a global outlook by analysing customer feedback from different hotel and restaurant operations</li> </ul> <p><b>F. Ethical Leader</b></p> <ul style="list-style-type: none"> <li>• Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON.</li> </ul> <p><b>G. Socially Responsible Global Citizen:</b></p> <ul style="list-style-type: none"> <li>• Accommodate customers who have variety backgrounds (Culture, Ethnic, Religious ) by designing dining experience.</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p>a. Introduction to the subject. Planning, Organising and Operational objectives. Design dining concept and development. Formalizing groups, setting project aim and objectives to meet overall subject requirements</p> <p>b. Menu Pricing, Strategies, Menu Planning and Engineering, Financial Planning, Costing and Forecasting in F&amp;B operations. Developing the Food and Beverage Service Concept</p> <p>c. Service &amp; Production Team. Product Testing and Pre-operation Training</p> <p>d. Resource Deployment. Operational Problem Solving and Decision Making</p> <p>e. Supervision and Management. Supervision and attributes of a successful supervisor. Theories, presentation and briefing for events.</p> <p><b>Students to coordinate Dinner/Lunch Service in front and back of the House</b></p> <p>f. Students will undertake a different international (country/region) event for in each of their practical group assessments.</p>