

The Hong Kong Polytechnic University

Subject Code	HTM4305
Subject Title	Food and Beverage Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM2306 Introduction to Food and Beverage Operations HTM3203 Managerial Concepts in Food and Beverage Operations
Objectives	This capstone 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.

<p>Intended Learning Outcomes</p>	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Acquire knowledge of food and beverage management systems. • Demonstrate knowledge and intellectual skills needed for operational competence (professional, business and finance, human resource management and social skills) in food and beverage operations. • Apply design and use technical skills in carrying out the operations and administration for Food and Beverage managerial functions. • 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. • Develop and demonstrate the principles of effective management and supervision such as planning, organization, directing and controlling all available resources in order to achieve the stated objectives. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Make sound judgments in planning, organizing and managing a Food and Beverage business. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Apply a wide range of routine applications and demonstrate individual and group dynamics in communication. • 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. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Discuss and explain how various catering systems respond to business and customer needs and requirements. • Apply the concept of menu planning to a range of menus for differing meal experiences and organizations. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analysing customer feedback from different hotel and restaurant operations <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel Icon
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<p>Subject Synopsis/ Indicative Syllabus</p> <p>1-11 sessions = 14 weeks ?</p>	<p>a. Introduction to the subject. Planning, Organising and Operational objectives. Design dining concept and development. Formalising 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&B operations. Developing the Food and Beverage Service Concept</p> <p>c. Outside of class time: <i>Field trip to Teaching Hotel ICON</i></p> <p>d. Service & Production Team. <i>Product testing and pre-operation training</i></p> <p>e. Resource deployment. Operational problem solving and Decision Making</p> <p>f. Service & Production Team. <i>Product testing and pre-operation training</i></p> <p>g. Supervision and Management. Supervision and attributes of a successful supervisor Theories. Presentation and briefing for Event 1</p> <p>Students to coordinate Dinner/Lunch Service 1 in front and back of house</p> <p>h. The importance of personnel. Formal Oral/Peer Presentation & Management Evaluation</p> <p>Students to coordinate Dinner Service 2 in front and back of house</p> <p>i. Performance Measures in the Service Industry. Formal Oral/Peer Presentation & Management Evaluation</p> <p>Students to coordinate Dinner Service 3 in front and back of house</p> <p>j. Forecasting and future trends in the hospitality Industry. Corporate Social Responsibility in the Hotel Industry. Formal Oral/Peer Presentation & Management Evaluation</p> <p>Students to coordinate Dinner Service 4 in front and back of house</p> <p>k. Formal Oral/Peer Presentation & Management Evaluation</p>
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