

The Hong Kong Polytechnic University

Subject Code	HTM2306
Subject Title	Introduction to Food and Beverage Operations
Credit Value	3
Level	2
Pre-requisite / Co-requisite / Exclusion	Nil
Objectives	<p>This subject introduces students to the nature and character of food and beverage operations and provides them with the theoretical studies that includes: sanitation and occupational health and safety; food safety, menu planning and cost control; food production and presentations; guest relations; professional communications; order taking; service sequencing; operating point of sales systems; cash handling; table service skills; and operational setups in the dining room and in the kitchen.</p> <p>Specifically, attention will be given in preparing students with the knowledge and skills in managing a typical food and beverage operation with effective competencies. Emphasis will also be placed in providing a safe and secure environment, building external and internal customer relationships and develop their interpersonal and leadership skills.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Possess and be able to apply required operational skills and personal attributes for the delivery of quality HTM service and experience. • Demonstrate a global understanding of Food & Beverage Operations through education, practical and field study observation where appropriate. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgment to trace and manage key stages in organizing the use of food and beverage resources, staff, materials, facility and equipment to develop an effective and productive environment.

	<p>C. Effective Communicators</p> <ul style="list-style-type: none"> Communicate effectively using a variety of media and internet searchers, to include regular meetings, reporting, discussion online and combining these in an effort to meet the assigned project's objectives. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> Identify, define, and resolve problems relevant to SHTM/Hotel ICON management and operational areas <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> To foster a desire for lifelong learning to enhance personal and professional development. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> Understand personal and corporate social responsibility expected of professionals working in SHTM and posses ethical skills to enable students to make sound decisions and be able to apply these principles in practice. Work collaboratively within a team, and have an understanding of leadership and be prepared to lead a team within an HTM context. 	
<p>Subject Synopsis / Indicative Syllabus</p> <p><i>(italique – Teaching Hotel interaction/integration)</i></p>	<p>a. An Overview of the Food & Beverage Operations</p> <ul style="list-style-type: none"> Growth of the foodservice industry <ul style="list-style-type: none"> Types of foodservices Classification of food and beverage operations 	<p><i>1st Teaching Hotel Introduction</i></p>
	<p>b. Knowing your Customers and other stakeholders</p> <ul style="list-style-type: none"> Types of customers and their needs Types of stakeholders other than the internal and external customers 	<p><i>2nd TH Site visit</i></p>
	<p>c. The Foodservice Products</p> <ul style="list-style-type: none"> Nature and characteristics The dining out experience Tangibles and intangibles about foodservice products 	<p><i>3rd TH dining room observation</i></p>
	<p>d. Food Menus</p> <ul style="list-style-type: none"> Menu planning – customer centered Types of menus – throughout all meal periods Food categories on menus Food and Menu trends 	<p><i>4th TH Guest Lecture</i></p>
	<p>e. Beverage Lists</p> <ul style="list-style-type: none"> Types of alcoholic and non-alcoholic beverages: wine; beer; spirits; sodas, coffee and tea, other Reading the beverage list 	<p><i>5th TH Bar visits – observation</i></p>

	<ul style="list-style-type: none"> • Able to make recommendations • Responsible service of alcoholic beverages (online) <p>New product trialing – internal (food and beverage)</p>	
	<p>f. The Food and Beverage Operations Environment</p> <ul style="list-style-type: none"> • Foodservice organization and staff members • Foodservice facilities and equipment <p>(Foodservice environments health, safety and sanitation matters)</p>	<i>6 TH F&B & Support Service Operations Visit</i>
	<p>g. Food Production Systems in Action 1</p> <ul style="list-style-type: none"> • Limited Lunch production and service 	<i>7 TH B2TR lunch</i>
	<p>h. Food Supply Chain</p> <ul style="list-style-type: none"> • Purchasing system: function and specifications, buying methods and selection of suppliers • Receiving system • Storage and issuing system 	<i>8 TH Site Visit</i>
	<p>i. Other Major Segments of the Food Service Industry</p> <ul style="list-style-type: none"> • Hotels and quality restaurants • Quick Service Restaurants and popular catering • Banquet and Events catering concepts • Industrial catering (Airline, Cruise Line, Armed Forces); School catering; Hospital catering 	<i>9 Prof for a Day – not from the TH</i>
	<p>j. Food Service Systems in Action 2</p> <ul style="list-style-type: none"> • Limited Banquet Dinner production and service 	<i>10 TH B2TR or Banquet</i>
	<p>k. Waste Management Systems and Environmental Management</p>	<i>11 TH site visit</i>
	<p>l. Food & Beverage HR Management (schedules, payroll, motivation & retention)</p>	<i>12TH F&B Expert Presentation</i>
	<p>m. Competitive Analysis and Market Research for Medium to Small Business</p>	<i>13 TH Case study</i>
	<p>n. Revision – Reflection</p>	<i>14 Nil</i>
Teaching/Learning Methodology	<p>I. Interactive lectures will be given with class discussions and illustrations of real world case examples, discussion from lecture or other raised issue/s.</p> <p>II. Tutorials will be held to provoke active class participation in discussion and <i>debate</i> of contemporary issues and problems either in groups or individually depending on the complexity of the problem set for consideration.</p> <p>III. A field trip and teaching hotel visits are used to allow students to have an appreciation of beverage operations and catering management operation and</p>	

relate it to relevant theories studied in the classroom.

IV. The students are required to role play and **stage two events** applying theories provided in class in combination based on the developed catering events plan including by evaluating their groups or individual performances against set objectives.

V. Group presentation: each group will present their work in class; individuals are to part-take, ask questions, challenge the feasibility if the operation, and provide feedback from both lecturer and students where necessary.

VI. Guest speaker or speakers will be invited to give lectures/seminars on specific issues related to beverage operations and catering management in order to enhance students' understanding of the theories learnt and their applications.

VII. Online self paced training to 1) food safety and personal hygiene, and 2) responsible service of alcohol (2 modes throughout the semester – approx. XYZ hours total).

VIII. The Problem-Based Learning method will be used to explore issues and resolve problems in entrepreneurship and new concepts using real world examples.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		A	B	C	D	E	F
i. Food production Operation Practicum	20%	√	√	√	√		
ii. Food service Production Practicum	20%	√	√	√	√		
iii. Management role Practical FOH/BOH	30%	√	√	√	√	√	
Theory test	30%		√		√		√
Total	100%						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

- i. A written Individual FS Concept 'Idea' (15%) and
- ii. One Sub-Group Lunch Report (20%) that clearly identifies the results from the foodservice concepts encountered.
- iii. One Sub-Group Dinner Report (20%) that clearly identifies the results from the foodservice concepts encountered.
- iv. Students will be assessed on their participation and contribution to in-

	<p>class discussions during weekly tutorials (15%). This will be done the lecturer's evaluation using a standard format for consistency.</p> <p>v. Students will be assessed on their given Foodservice Concept performed (30%), including the part of: ableness to follow given guidelines; product production and service skills (as a group) and ability to deal with problem solving and issues rose.</p>	
Student Study Effort Required:	Class Contact:	
	Lecture	26 Hrs.
	Tutorial	13 Hrs.
	Practicum	50 Hrs.
	Other student study effort	34 Hrs.
	Total student study effort	123 Hrs.
Reading List and References	<p><u>Textbook</u> Davis, Lockwood, & Stone (1998), Food and Beverage Management Labensky Hause, (2006) Oncooking, 4th edition, Pearson Prentice Hall, ISBN 0-13-171327-2</p> <p><u>Other</u> Food Safety & H.A.C.C.P. for Foodservice Operations – Steps to Food Safety by Dr. J. Kivela and P. Tse .</p> <p>Food and Environmental Hygiene Department, The Government of Hong Kong SAR: A guide to application for Restaurant Licenses</p> <p>Public Health and Municipal Services Ordinance CAP 132, Section 55 and 56, Food Law in Hong Kong</p>	
Useful Hong Kong SAR websites		
Information/Permits Need	Relevant HKSAR Government Department / Start with HKSAR Government web site http://www.info.gov.hk	
Current land-use zoning clearance and permits for a particular location	Lands Department Planning Department Land Registry http://www.info.gov.hk/landsd/admin/sub/lelm/lelm.htm	
Future land-use zoning clearance and permits for a particular location	http://www.info.gov.hk/landreg/	
Food Code (Prod., Retail, etc)	Food and Environmental Hygiene Department Home Affairs Department	

Liquor licensing	http://www.info.gov.hk/fehd/indexe.html
Restaurant registration	http://www.info.gov.hk/had/
Building permits	Building Services Department Planning Department
Fire safety regulations	Fire Services Department
Electrical services	http://www.info.gov.hk/bd/english/services/index.html
Hiring Employees – Industrial Relations Department	Labour Department http://www.info.gov.hk/labour/
Water supply and drainage service	Drainage Service Department Water Supplies Department http://www.info.gov.hk/dsd/index.htm http://www.info.gov.hk/wsd/indexe.htm
Registering a company	Companies Registry http://www.info.gov.hk/cr/
Environmental issues	Environmental Protection Department http://www.info.gov.hk/epd/index.htm
Parking zoning/permits	Highways Department http://www.hyd.gov.hk/index.htm
Power connection	Hong Kong Power
Gas connections	Gas Company
Telephone connection	Hong Kong Telecom or other providers
Taxation matters	Inland Revenue Department
External / Foreign Hire (permits & visa)	Immigration Department