



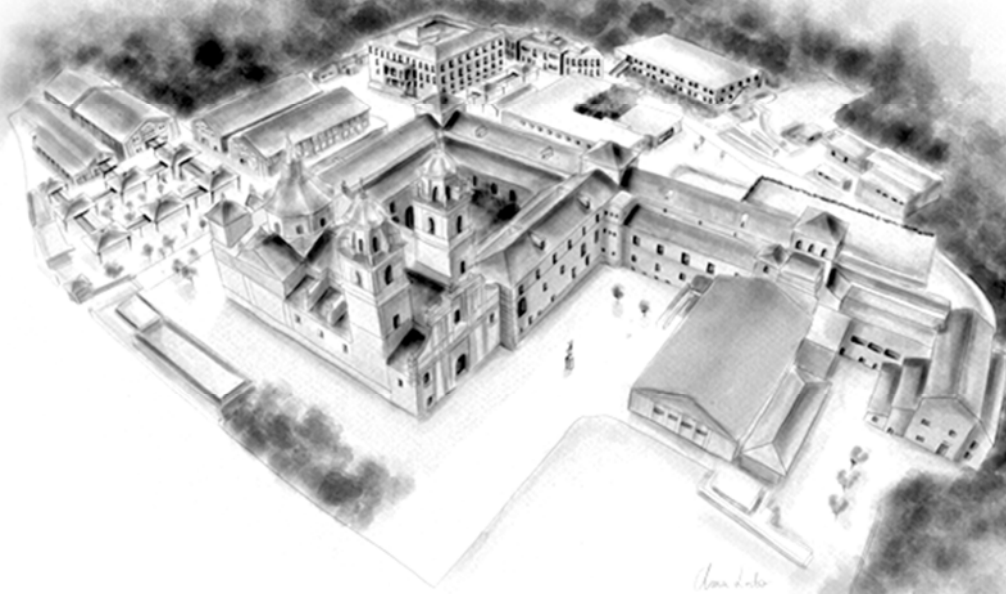
UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

20 años
de educación,
amor y servicio

Teaching Guide 2017-2018

Food and Beverage Management

Master in Hospitality Management



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The hospitality management process. Products and services

Module: Food and Beverage Management

Course: The hospitality management process. Products and services

Modality: On campus

Number of ECTS: 3 ECTS

Term: 1st

Lecturers: Maria Jose Poyato and Nick Montgomery

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Module, course lecturer/Coordinator: M^a José Poyato

Course description

The hospitality and tourism industry is the largest and fastest growing industry groupings in the world. "In recent years, tourism has proven to be a strong and fruitful strand of economic activity with a great capacity to contribute to the global economic recovery as it generates billions of dollars in exports and creates millions of jobs. This has happened in destinations around the world, but particularly in Europe which is striving to consolidate its escape from one of the worst economic periods of its history", said Taleb Rifai, UNWTO Secretary-General, at the opening of the Global Tourism Forum in Madrid Spain.

In addition the travel and tourism industry is a sector that provides 9,4% of employment, generating 277 million jobs around the world, and is expected to grow over 3,9% per year in the next decade, (according to Oxford Economics). This data indicates that the tourism sector is vital and strategic for the global economy, thus increasing the demand for qualified professionals who are adapted to the reality of new productive structures based on the constant management of business transformation, as can be seen in the hospitality industry.

The tourism sector and, in particular, the hotel business is one that generates the highest rate of employment worldwide. The hospitality industry is closely related to other key sub-sectors of the development of tourist regions; catering, events, entertainment, wellness, sport, golf courses, among others, thus impacting majorly on labour supply.

The Master's in Hospitality Management offered by UCAM, an Affiliated Member of the World Tourism Organization (UNWTO), is an essential step in the honing in of professional skills and a giant leap in the modernization of tourism management, hereby improving the competitiveness of tourist companies and popular tourist destinations.

In this module of Food and Beverage Management we will cover the various departments of this fascinating division within the hotel industry. F&B has always been regarded as a key driver to

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service and product excellence within each hotel and it is typically a division which produces the most General Managers.

We will go into all the different departments within the F&B division including restaurants, beverage, stewarding, kitchen, events and groups management and F&B management including marketing and business plans.

Below is a list of the main topics to be covered under Food and Beverage Management

- 1) Introduction to food and beverage and vision and mission statements.
- 2) Kitchen.
- 3) Beverage.
- 4) Service and training in Food and Beverage.
- 5) Innovations and trends in Food and Beverage.
- 6) Restaurant concept statement.
- 7) Restaurant openings in resorts in operation.
- 8) Food and Beverage marketing.
- 9) F&B productivity and KPI report.
- 10) Food and Beverage business plan and incentives.

A full afternoon on practical service training will also be conducted to show the students how to carry plates, how to clear a table, how to lay different set-ups according to different menus as well as general service etiquette.

Another key operational department in a hotel being Rooms Division will also be covered in the second section of this module and will cover the following areas:

- 1) Functions and departments of a hotel
- 2) Management structure of hotels
- 3) Role of the General Manager
- 4) The Executive Committee
- 5) The key departments in Rooms Division – Front Office, Housekeeping, Concierge and Security
- 6) Rooms Division revenue management and billing.
- 7) Reservations department
- 8) Guest Reservation Systems

The third section in this module is MICE (meetings, incentives, conferences and events) and the following areas will be covered:

- 1) MICE Introduction
- 2) Event planners – top 10 rules to plan a event
- 3) Business Tourism
- 4) Business fares and contracts
- 5) The hotel procedure to plan an event

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- 6) Event examples
- 7) Deposit and Payment policy
- 8) Important MICE fares
- 9) Trends in the MICE industry
- 10) Congresses, Incentive trips, Banqueting, weddings and groups.

Previous requirements

No previous requirements are needed.

Course objectives

1. To understand the concept of and functioning of a Food and Beverage division within a hotel.
2. To learn about the importance of service and food quality within the hospitality industry
3. To have thorough knowledge of all types of beverage.
4. To understand restaurant management and marketing, F&B productivity and to know how to interpret F&B forecasting and budget templates.
5. To have thorough knowledge of a Rooms Division within a hotel including all its key departments.
6. To learn about rooms revenue management, billing, reservations and guest reservation systems.
7. Obtain knowledge and skills in MICE (meetings, incentives, conferences and events) including fares, contracts different types of events and trends in the MICE industry.
8. Learn how to plan an event in a hotel including deposit and payment policy

Competences and learning outcomes

General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

Specific Competences

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- **E.6** Have, understand and integrate a restoration global knowledge, its evolution and predicaments in order to apply and them correctly within the hotels and restoration sector.

Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	13,5	22,5 (30%)	
Tutorials	4,5		
Assessment in class	4,5		
Personal study	23,7		52,5 (70%)
Assignments and papers	15,75		
Research	13,13		
TOTAL	75	22,5	52,5

Syllabus

Theoretical classes

UNIT 1: The hospitality management process in Food and Beverage

- 1) Introduction to food and beverage and vision and mission statements.
- 2) Kitchen.
- 3) Beverage.
- 4) Service and training in Food and Beverage.

UNIT 2: Hospitality industry: products and services

- 1) Innovations and trends in Food and Beverage.
- 2) Restaurant concept statement.
- 3) Restaurant openings in resorts in operation.

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- 4) Food and Beverage marketing.
- 5) F&B productivity and KPI report.
- 6) Food and Beverage business plan and incentives.

UNIT 3: Service Excellence and Service Training:

- 1) Personal Presentation and Etiquette
- 2) Mise en place in your service station
- 3) 5 types of service – Gueridon, French, English, American and Self Service
- 4) Practical service training

UNIT 4: Rooms Division

- 1) Functions and departments of a hotel
- 2) Management structure of hotels
- 3) Role of the General Manager
- 4) The Executive Committee
- 5) The key departments in Rooms Division – Front Office, Concierge and Security

UNIT 5: Rooms Division continued

- 1) Housekeeping
- 2) Rooms Division revenue management and billing.
- 3) Reservations department
- 4) Guest Reservation Systems

UNIT 6: MICE (meetings, incentives, conferences and events)

- 1) MICE Introduction
- 2) Event planners – top 10 rules to plan a event
- 3) Business Tourism

UNIT 7: MICE (meetings, incentives, conferences and events) continued

- 1) Business fares and contracts
- 2) The hotel procedure to plan an event
- 3) Event examples

UNIT 8: MICE (meetings, incentives, conferences and events) continued

- 1) Deposit and Payment policy
- 2) Important MICE fares
- 3) Trends in the MICE industry
- 4) Congresses, Incentive trips, Banqueting, weddings and groups.

Case study analysis**Case study unit 1: F&B Forecast and Budget**

Using a Forecasting F&B excel sheet, the students need to do a forecast of covers, average food check and average beverage check (only dinner shift) for all the months of 2017 for a given restaurant.

They are also required to complete a Budget F&B excel sheet for the year 2017 filling out all the monthly revenues and fixed and variable costs for each month.

Case study unit 2: Restaurant concept statement and menu creation

They are required to write out a Restaurant Concept Statement as well as create a restaurant menu

Case study unit 3: Rooms Division Group exercise

1. Hotel Website critique
2. Check the rack rate for the same room type for 3 different dates: weekday, weekend & bank holiday or local festivity-event
3. Calculation of Room Occupancy Percentage and Average Daily Rate
4. Check if that hotel has an Advance Purchase Offer (early booking)
5. Make a conversation when the guest arrives to a hotel & his/her reservation is not registered at the PMS & after 10 minutes the Front Office clerk can't find it on the system but the guest have all confirmation number & reservation details. What will the Front Office clerk do to solve the situation?
6. Make a list of 10 hotel's offered services
7. Draw an organizational chart of the Rooms Division of a hotel & identify the Executive Committee members
8. From your point of view explain the main challenges of the Rooms Division

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9. Explain a situation where a guest had a negative experience at breakfast time & wants to talk with the GM. What would the GM do to enhance the guest satisfaction?

10. From your point of view which actions have the hotel to implement to repeat the guest stay?

Case study unit 4: Rooms Division Individual exercise

1. What is the primary function of a hotel?
2. What are the key Executives of the Executive Committee?
3. Make a list of 10 things of a General Manager's role
4. Make a list of 5 topics the members of an Executive Committee usually address in their meetings
5. Describe the duties performed by the Front Office Manager
6. What are the main functions of the Front Office?
7. Make a list of 5 duties of each Shift: AM, PM & Night Auditor

Case study unit 5: MICE Individual exercise

The students are required to do a quotation for a meeting of 200 pax. They are given various parameters in order to fulfil this exercise.

Relation to other disciplines of the study program

This is a basic and introductory subject that is fundamental for all the other disciplines in the Master, especially those related to Hospitality Management as well as the Master Final Project.

Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

Bibliographic references

Basic bibliography

John R. Walker (2015). Introduction to Hospitality Management. 5th Edition. Pearson Education Limited

Richard Templar (2011). The Rules of Management. 2nd Edition. Pearson Education Limited

Complementary bibliography

Roy C. Wood (2014). Hospitality Management. Prentice Hall.

Michael J. O'Fallon/Denney J. Rutherford (2012). Hotel Management and Operations. 5th Edition

Webs related

www.unwto.com

www.wttc.com

www.hospitalitynet.org

www.ehotelier.com

www.hotelmarketing.com

www.customerservicezone.com

www.restaurant-hospitality.com

www.hostemur.es

www.hostetur.com

www.opentable.com

www.fecemd.org

www.dircom.org

www.modernistcuisine.com

www.souschef.co.uk

www.citmagazine.com

www.arumgroup.com

Study recommendations

There are no study recommendations.

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Instructional materials

Not required.