

**MODULE: FOOD AND BEVERAGE MANAGEMENT (course code BAIHH-FBM)**

**Griffith College Dublin – International Hospitality Management**

**Fall Semester**

**This module has no pre-requisites but is open only to majors in this field.**

### **Overview and Aims**

The operations and management principles and procedures involved in an effective food and beverage control system are conveyed fully in this module. It provides an in-depth insight into the operating budget, menu management, menu pricing, purchasing and supplier selection, cost-volume profit analysis, labour cost-control, computer applications and the successful management of service quality standardisation. This module is considerably supported by the Industrial Placement Stage.

- How to analyse and apply the controls needed to manage a successful food and beverages operation
- National and international food and beverage management developments
- The key factors involved in food and beverage preparation including health and hygiene issues
- Legislation regarding the preparation, storage and sale of food and beverages
- The importance of budget standards in planning and control, and apply costs volume-profit analysis to food and beverage operations
- The principles and procedures in controlling the purchasing and receiving process and recognise the particular requirement for quality in all stages
- The importance of the menu as both a control tool and a marketing tool
- The use of computer applications which manage and control the food and beverage operations.

## Module Content

### Fundamentals of Food and Beverage Management

- The Food Service Industry
- Fundamentals of Management
- Organisation of Food and Beverage Operations
- Fundamentals of Food and Beverage Marketing

### The Challenge of the Food and Beverage Operations

- The control function
- Customer expectations and service delivery
- Logistics of supply

### Planning for Food and Beverage Management

- Determining food and beverage standards
- Operations budgeting and cost-volume-profit analysis
- The menu – the foundation for control

### Menu Management

- Nutrition
- The Menu
- Standard Product Costs and Pricing Strategies
- Pricing Menu Items
- Principles of Gross Profits -Stock Control

### Product Costs and Pricing Strategies

- Pricing Menu Items
- Break Even Analysis
- Stock Control Methods
- Controlling Margins / Profitability

### Designing Effective Food and Beverage Management Systems

- Procedures for supplier selection
- Ethical and professional standards
- Purchasing and receiving controls
- Storing and Issuing controls
- Production and serving costs
- Control analysis, corrective action and evaluation

### Managing Labour Costs

- Labour cost controls
- Implementing labour cost management
- Formulation of Rosters

### Quality and Quantity Concerns

- Quality as product/service features
- The value of customers
- The value of hospitality staff
- Quality Management
- ISO 9000 quality standards.