

LEARNING OUTCOMES - FOOD AND BEVERAGE MANAGEMENT

The listing of learning outcomes below comes from *Food and Beverage Management 4th Edition*, written by John Cousins, David Foskett, David Graham and Amy Hollier, published by Goodfellow Publishers. This listing can be used by lecturers, trainers, tutors and supervisors to identify learning outcomes suitable for teaching or training programmes; and for the identification of duties and responsibilities for job descriptions.

The book has been developed to support learning either as part of a formal college or employer based programme or as part of a self-study programme. The objectives of each of the chapters have been written to reflect learning outcomes i.e. to identify what you might be seeking to learn about, or wanting to be able to do within the workplace.

CHAPTER 1 - FOOD AND BEVERAGE OPERATIONS AND MANAGEMENT

Aim

To introduce the concept of food and beverage operations and management and to provide an underpinning to the rest of the book.

Objectives

This chapter is intended to support you in:

- identifying the food service cycle as a tool for the systematic examination of food service operations;
- establishing the relationship between the food service cycle and the content and structure of this book;
- identifying and applying a systems approach to food service operations;
- categorising the industry sectors;
- exploring the nature of the food service product;
- identifying the nature of customer demand;
- exploring key influences on food service organisations, and
- identifying the legal framework in which the food service industry operates.

CHAPTER 2 - CONCEPT DEVELOPMENT

Aim

To explore the nature of demand for food and beverage products through the application of a systematic approach to the development of the consumer-product relationship.

Objectives

This chapter is intended to support you in:

- adopting a systematic approach to the development of a consumer product relationship;
- further identifying and appraising key issues associated with the nature of demand for food and beverage products;
- explaining the importance of market segmentation;
- developing the process of idea evaluation and understanding its relationship with concept development, and
- setting organisational goals and objectives.

CHAPTER 3 - PRODUCT DEVELOPMENT

Aim

To detail the process of developing the food and beverage product to meet the needs of its target consumer

Objectives

This chapter is intended to support you in:

- identifying key stages of product development;
- developing detailed knowledge of the meal experience factors;
- identifying and applying various approaches to the development of a consumer-product relationship;
- gaining an insight into service quality and quality management issues;
- setting standards for food and beverage operations;
- developing an integrated approach to service quality management;
- balancing customers service requirements with resource productivity;
- developing approaches to sales promotion, and
- developing the consumer-product relationship as a dynamic process.

CHAPTER 4 - OPERATIONAL AREAS, EQUIPMENT AND STAFFING

Aim

To outline key considerations in the planning, design, equipping and staffing of food service operations.

Objectives

The chapter is intended to support you in:

- developing a systematic approach to the planning, designing, equipping and staffing of food service operations;
- identifying the factors to be taken into account when making operational choices, and
- ensuring compliance with health and safety requirements.

CHAPTER 5 - FOOD PRODUCTION

Aim

To highlight the importance of sound menu planning and emphasise its importance in the planning, implementation and management of food production systems.

Objectives

This chapter is intended to support you in:

- exploring cuisine and restaurant styles;
- identifying types of menus;
- planning menus;
- identifying key influences on modern menus;
- managing food production as an operating system;
- managing volume within food production systems;
- developing and managing the purchasing function, and
- developing and applying operational control procedures.

CHAPTER 6 - BEVERAGE PROVISION

Aim

To outline the key considerations for beverage provision within food service operations.

Objectives

This chapter is intended to support you in:

- promoting safe, sensible drinking;
- identifying types of wine and drinks lists;
- developing wine, drink and other beverage lists, and
- developing skills in operating and managing the purchasing, storage and control of beverage stocks.

CHAPTER 7 - FOOD AND BEVERAGE SERVICE

Aim

To identify the key features of food and beverage service and their related management requirements.

Objectives

This chapter is intended to support you in:

- developing your understanding of the *service sequence* and the *service process*;
- identifying and categorising food and beverage service methods;
- exploring the relationship between levels of customer service and resource productivity;
- developing approaches to the maintenance of good customer relations;
- dealing with the management of the volume in food and beverage service;
- managing the stages of the service sequence, and
- controlling revenue.

CHAPTER 8 - EVENTS, CONFERENCING AND BANQUETING

Aim

To provide a critical overview of the management and control of event operations.

Objectives

This chapter is intended to support you in:

- determining the size and scope of the events industry;
- identifying the opportunities and challenges for operators;
- maximising yield and profit through the application of strategic techniques;
- identifying key organisational and staffing issues for events, and
- managing the event process.

CHAPTER 9 - APPRAISING PERFORMANCE

Aim

To identify and evaluate the techniques of measuring and appraising the performance of food and beverage operations

Objectives

This chapter is intended to support you in:

- considering the basis for performance appraisal;
- identifying the aspects of food service operations which are commonly appraised;
- developing skills in the application of a range of performance measures and appraisal techniques to the revenue, costs and profits, and the food and beverage product, and
- determining the usefulness and limitations in the various quantitative and qualitative appraisal techniques and their application to food service operations.

CHAPTER 10 - MAKING STRATEGIC DECISIONS

Aim

To identify and review approaches to strategic decision-making.

Objectives

This chapter is intended to support you in:

- identifying the components of strategic planning as a systematic process;
- identifying and applying approaches to business analysis and evaluation;
- developing a balanced approach to performance measurement and strategic planning, and
- selecting and applying strategic planning models and approaches appropriate to food service operations.