

Course Syllabus

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HFT3806 Spring 2024 Course Syllabus: [docx](#)

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January 8, 2024 May 3, 2024

UNIVERSITY OF FLORIDA

DEPARTMENT OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT

HFT 3806 Introduction to Food and Beverage Management

Spring 2024

INSTRUCTOR:

Billie DeNunzio

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E-mail: wdenunzio@ufl.edu (Please put your last name and HFT 3806 FBM in the subject line of emails.)

Department Chair:

Dr. Rachel Fu

Department of Tourism, Recreation and Sport Management

242 Florida Gym

racheljuichifu@ufl.edu

OFFICE HOURS:

Mondays and Friday By appointment only (please email me through the Canvas inbox to schedule.)

Class Meets:

Monday, Wednesday, Friday from 3 pm to 3:50 pm

Florida Gymnasium 0285

REQUIRED TEXT:

Management of Food and Beverage Operations, Sixth Edition

Jack D. Ninemire.

ISBN 978-0-86612-477-5

COURSE WEBSITE:

COURSE PRE-REQUISITES:

None

COURSE PURPOSE: This introductory course is designed to provide students with the knowledge to manage food and beverage operations within tourism, hospitality, and event management settings.

COURSE OVERVIEW: This course is designed to provide students with a managerial examination of full-service food and beverage operations. It explores the broad range of subject areas that encompass the food and beverage market and its main sectors – quick service, casual and fine dining, beverage and bar, institutional and catering. The course also examines trends and innovations affecting the food and beverage industry, the management process, marketing, labor and product cost control, revenue and pricing strategies, production and service, purchasing and inventory, sanitation and safety, layout and design, and financial analysis.

COURSE OUTCOMES The major goal of this course is to familiarize students with the food and beverage industry. The course will focus on the organization and management functions of foodservice and beverage operations and will emphasize the application of class material to current industry trends. More specifically, the course's objectives include:

- Classify the food and beverage industry, its segments and major
- Recognize and evaluate current trends in the food and beverage

- Describe the managerial challenges in operating food and beverage operations in the different tourism, hospitality, event, recreation and event
- Evaluate food and beverage management roles and responsibilities as related to employee productivity and guest and employee
- Define the concept of guest service and describe strategies that affect customer
- Reviewing the various components of the food and beverage product, including foodservice, beverage services, catering, banquets, delivery services, merchandising, front of the house services and back of the house support
- Develop analytical, critical thinking and creative management skills relevant to food and beverage operations and
- Compute, analyze, and interpret key performance measures and make decisions and planning for foodservice, beverage or catering
- Demonstrate application of theory and concepts as they relate to the various responsibilities of a food or beverage

THIS COURSE RELATES TO THE STUDENT LEARNING OUTCOMES IN THE BACHELOR OF SCIENCE IN THE TOURISM, HOSPITALITY AND EVENT MANAGEMENT PROGRAM THROUGH THE:

- Use of accepted techniques of discovery and critical thinking to solve problems independently and to evaluate opinions and outcomes within and outside of the hospitality
- Explanation and use of qualitative and quantitative analysis through formal and informal assessment
- Effective production, interpretation and analysis of written text, oral messages, statistics, reports and multimedia presentations used in hospitality management related.

Semester Outline

METHODS OF EVALUATION

Week/Date

Topic

Reading

Week 1	Introduction to food and beverage	
Week 2	The Food Service Industry	Pp 3-18
Week 3	Organization of Food and Beverage Operations	Pp 23-42
Week 4	Fundamentals of Management	Pp 47-60
Week 5	Food and Beverage Marketing	Pp 65-88
Week 6	Nutrition for Food Service Operations	Pp 93-116
Week 7	The Menu	Pp 121-150
Week 8	Managing Food Costs and Menu Pricing Strategies	Pp 155-172
Week 9	Preparing for Production	Pp 179-203

Week 10	Spring Break – No Class	
Week 11 ^h	Production	Pp 211-234
Week 12	Food and Beverage Service	Pp 239-271
Week 13	Sanitation and Safety	Pp 279-312
Week 14	Facility Design, Layout, and Equipment Module	Pp 323-353
Week 15	Financial Management	Pp 359-380
Week 16 A ^h Last day of class Wed 24 th	Wrap up; Exam Review	

COURSE METHODS, TOPICS AND REQUIREMENTS INSTRUCTIONAL

METHOD: The instruction of this course will be taught on campus. The class will comprise multiple formats such as lectures, class discussions, guest speakers, active learning exercises and site visits.

- Students are responsible for all reading assignments, handouts, lecture materials and take class quizzes and exams as outlined in the course schedule.
- All students are expected to complete assignments and exams.
- Assignments must be typed and should follow the American Psychological Association format. Please see <http://www.apastyle.org/>
- Students are required to read all assigned materials and be prepared to discuss related content and project work.

- Students are expected to demonstrate respect to peers, guest lecturers, and the instructor during all class activities.
- All assignments should be submitted via Canvas unless otherwise noted.

SYLLABUS, TEXTBOOK, CANVAS: Once you have reviewed the syllabus and viewed the course overview video, be sure to follow the schedule and review the module tabs posted on canvas. You should also read the textbook and read or watch related articles, chapters, videos and online resources thoroughly throughout the course.

COURSE REQUIREMENTS: Students must successfully complete all major components as described in the course syllabus/schedule (e.g., readings, cases, assignments, exams, project, papers, etc.) in order to pass the course.

QUIZZES: There are thirteen (13) quizzes associated with the textbook readings, articles, videos and related materials. Each quiz is worth 100 points for a total of 1300 points or 30% of the final grade.

Weekly Food & Beverage Articles (5%): Each Friday, students must submit a **Food & Beverage** related article via Canvas. All articles must be provided from legitimate sources as outlined in the syllabus (see: optional supplements). In addition, each weekly article must be related to the most recent topic/chapter that was discussed in the course. For week 1, students should submit a general **Food & Beverage** marketing article since no topics will have been discussed during that week. With each article, students must discuss the top three takeaways that this article provided as it relates to **Food & Beverage Management** topics. Students must also summarize their thoughts on the article. Note: this does not mean that you should summarize the article; students should write statements as to what they believe and what their preference is (e.g. why or why not they agree or disagree, if they would do things differently or the same, and how they would respond if they were a general manager, food and beverage manager, owner, guest).

Attendance & Participation (15%): Students are required to attend each class meeting and actively participate in class activities to reinforce the learning of management principles. It is essential that students participate in class discussions and activities. Students are also encouraged to be fully engaged in the learning experience: (a) asking thoughtful and thought-provoking questions, (b) offering insightful observations about the topic being discussed, and (c) embellishing the discussion with appropriate examples. Students should come to class prepared to answer key questions associated with each assigned chapter of the textbook.

Note: Students will receive two free absences without a point reduction. However, students those who with no absence throughout this semester will obtain extra credits at the end of semester. Two late attendances are equal to one absence. Students must submit relevant documentations in order to receive an excused absence. Any student with more than eight absences (including the two free absences), will receive an E no matter what. No exception!! This rule will be STRICTLY applied.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>Links to an external site..

EXAMS: This course has 1 final exams. The test consists of multiple choice problems. The exam is worth a total of 500 points or 17% of the final grade.

FOOD AND BEVERAGE CONCEPT PROJECT: Each student will work with a group and research, create a restaurant concept that would serve the tourism, hospitality, and event management sector. The project would include the proposed concept name, location, theme, kitchen design, menu, service style, control and marketing. The concept report is worth a total of 550 points or 20% of the final grade.

METHODS OF EVALUATION: The grade in this course will be computed as follows:

Grading Standards

	% of Grade
Assignment	
Quizzes	25 %

Food & Beverage Articles and Assignments	15 %
Class Attendance & Participation	10%
F&B Concept Project	25%
Project Presentation	5%
Final Exam	20%
Total	100%

GRADING SCALE AND POLICY: Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information please refer to the link to the undergraduate catalog web page

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Grading Standards

A = 93-100	C+ = 77-79.99	D+ = 67-69.99
A- = 90-92.99	C = 74-76.99	D = 64-66.99
B+ = 87-89.99	C- = 70-73.99	D- = 60-63.99
B = 84-86.99		F = 0-59.99
B = 80-83.99		

COURSE POLICIES AND RESOURCES

EMAIL ETIQUETTE: You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.

- Please include your last name and the course number (LEI 4905) in the subject line of all
- Please use a proper greeting in your
- Please do not expect an immediate response via email (typical response time will be within two business days, but I usually respond sooner).
- If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.

Honor Code Policy

- All students are expected to uphold the Honor Code: *“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”*
- “The university requires all members of its community to be honest in all endeavors.
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fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”

- The following pledge will be either required or implied on all work: “On my honor, I have neither given nor received unauthorized aid in doing this assignment”
- It is the duty of the student to abide by all rules set forth in the UF Undergraduate Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

University Policy on Academic Misconduct

- Academic honesty and integrity are fundamental values of the University Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

University Policy on Accommodating Students with Disabilities

- Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/Links to an external site.>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore,

students should contact the office as soon as possible in the term for which they are seeking accommodations.

Etiquette: Communication Courtesy

- All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>[Links to an external site.](#)

UF Writing Studio

- The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule an appointment visit: <http://writing.ufl.edu/writing-studio/Links to an external site.>

Counseling and Wellness Center

- Phone 352-392-1575, website <http://www.counseling.ufl.edu/cwc/Default.aspx>[Links to an external site.](#); and the University Police Department: 392-1111 or 9-1-1 for

U Matter, We Care

- The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend

is in distress, please contact umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

UF Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations [Links to an external site.](#) are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results> [Links to an external site.](#).

- ***This syllabus is a guide for the course and is subject to change with advance notice.***