UNIVERSITY OF FLORIDA
DEPARTMENT OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT

HFT 3806 Introduction to Food and Beverage Management

Spring 2022

INSTRUCTOR: Billie DeNunzio

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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 Ralph D. Turlington L011.

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 players.
- Recognize and evaluate current trends in the food and beverage industry.
- Describe the managerial challenges in operating food and beverage operations in the different tourism, hospitality, event, recreation and event segments.
- Evaluate food and beverage management roles and responsibilities as related to employee productivity and guest and employee satisfaction.
- Define the concept of guest service and describe strategies that affect customer satisfaction.
- 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 services.
- Develop analytical, critical thinking and creative management skills relevant to food and beverage operations and management.
- Compute, analyze, and interpret key performance measures and make decisions and planning for foodservice, beverage or catering operations.
- Demonstrate application of theory and concepts as they relate to the various responsibilities of a food or beverage manager.

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 industry.
- Explanation and use of qualitative and quantitative analysis through formal and informal assessment strategies.
- Effective production, interpretation and analysis of widen text, oral messages, statistics, reports and multimedia presentations used in hospitality management related settings..

Semester Outline

Week/Date	Topic	Reading
Week 1 Jan 5-7	Introduction to food and beverage	
Week 2 Jan10-14th	The Food Service Industry	**Pp 3-18**
Week 3 Jan 17-22 – no class Jan 17th MLK Day	Organization of Food and Beverage Operations	**Pp 23-42**
Week 4 Jan 24-28th	Fundamentals of Management	**Pp 47-60**
Week 5 Jan 31- Feb 4th	Food and Beverage Marketing Exam 1	**Pp 65-88**
Week 6 Feb 7-11th	Nutrition for Food Service Operations	**Pp 93-116**
Week 7 Feb 14-18th	The Menu	**Pp 121-150**
Week 8 Feb 21-25th	Managing Food Costs and Menu Pricing Strategies	**Pp 155-172**
Week 9 Feb 28th – Mar 4th	Preparing for Production Exam 2	**Pp 179-203**
Week 10 Mar 5th – 11th	**Spring Break – No Class**	
Week 11 Mar 14th- 18th	Production	**Pp 211-234**
Week 12 Mar 21-25th	Food and Beverage Service	**Pp 239-271**
Week 13 Mar 28th – Apr 1st	Sanitation and Safety	**Pp 279-312**
Week 14 Apr 4-8th	Facility Design, Layout, and Equipment Module	**Pp 323-353**
Week 15 Apr 11th – 15th	Financial Management	**Pp 359-380**
Week 16 Apr 18th – 20th Last day of class Wed 20th	Wrap up; Exam 3	

COURSE METHODS, TOPICS AND REQUIREMENTS INSTRUCTIONAL METHOD:
This instruction of this course will be taught on campus. The class will omprises multiple formats such as lectures, class discussions, guest speakers, active learning exercises and field work time.

- 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 hcp://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, arOcles, videos and related materials. Each quiz is worth 100 points for a total of 1300 points or 45% of the final grade.

FOOD AND BEVERAGE APPLICATION ASSIGNMENTS: There are four assignments associated with course content and readings. Each assignment is worth 50 points for a total of 200 points or 07% of the final grade.

PARTICIPATION ASSIGNMENTS: There are eight discussion assignments associated with current trends and issues with the food and beverage industry. Each discussion is worth 20 points for a total of 320 points or 11% of the final grade.

EXAMS: This course has 1 final exams. The test consists of mulOple 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 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:

Assignment	Point Value	% of Grade
Quizzes (13 @ 100 points each)	1300 points	45%
Application Assignments (4 @ 50 points each)	200 points	07%
Participation Assignments (8 @ 20 points each)	320 points	11%
F&B Concept Project Report (1 @ 500 points)	500 points	30%
Final Exam	550 points	20%
Total	2870 points	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/

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 emails.
- Please use a proper greeting in your email.
- 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. A 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 Catalog. 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 community. 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/). 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.

Netiquette: 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

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 and appointment visit: http://writing.ufl.edu/writing-studio/

Counseling and Wellness Center

• Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

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 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/.