

İndirilme Tarihi

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AS119 - FOOD AND BEVERAGE MANAGEMENT - Ürgüp Sebahat ve Erol Toksöz Turizm Meslek Yüksekokulu - Otel, Lokanta ve İkram Hizmetleri Bölümü General Info

Objectives of the Course

Limited markets and markets for the tourism sector as well as general principles to be applied for the enterprises under the management of food and beverage based businesses with the basic concepts, principles and rules necessary for the scientific management is to correctly.

Course Contents

The course covers the operations of processes such as managerial processes and organizational structure, menu planning, cost control, purchasing and receiving, storage, production and service in food and beverage businesses.

Recommended or Required Reading

Lecture Notes and Textbook: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing.

Planned Learning Activities and Teaching Methods

Lecture

Recommended Optional Programme Components

Research Paper and Seminar

Instructor's Assistants

Öğr. Gör. Dr. İrem YILDIRIM

Presentation Of Course

Interactive Education

Dersi Veren Öğretim Elemanları

Inst. Sevinç Alkan Inst. Dr. Özlem Başar

Program Outcomes

1. Explains the management and organizational structure of food and beverage establishments.
2. Analyzes and applies the menu planning process.
3. Evaluates cost control in food and beverage operations.
4. Manages purchasing, receiving, and storage processes.
5. Organizes production and service processes and applies them in practice.
6. Explains marketing principles in food and beverage operations.
7. Trends in the food and beverage industry are well-known.

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 10 (Pages 297-313)		Lecture	Management Process in Food and Beverage Businesses	Implementing the Management Process in a Medium-Sized Restaurant
2	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 1 (Pages 29-43)		Lecture	Classification of Food and Beverage Businesses	Classification Study by Examining Various Restaurant/Cafe Menus (Fast Food, Fine Dining, Cafeteria, etc.)
3	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 10 (Pages 313-336)		Lecture	Organization in Food and Beverage Businesses	Preparing an Organizational Chart for a Sample Business
4	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 4 (Pages 131-156)		Lecture	Menu Planning	Preparing a Meal (Breakfast-Lunch-Dinner) Menu and Discussion According to Balanced Nutrition Criteria
5	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 9 (Pages 261-290)		Lecture	Cost Control in Food and Beverage Businesses	Portion Cost Calculation for a Sample Meal
6	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 5 (Pages 159-177)		Lecture	Purchasing in Food and Beverage Businesses	Sample Purchase Request Form and Order Receipt Filling
7	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 6 (Pages 179-198)		Lecture	Receiving and Storage in Food and Beverage Businesses	Goods Receiving Process Animation
8				VİZE	
9	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 7 (Pages 203-232)		Lecture	Production Process in Food and Beverage Businesses	Applied Analysis of a Meal Production Process According to Kitchen Workflow
10	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 8 (Pages 235-258)		Lecture	Food and Beverage Service	Table Service Practise (Basic Styles Such As American Service, French Service)
11	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 15 (Pages 483-507)		Lecture	Banquet Organization Management	Table Planning and Menu Preparation for a Dinner Party for 50 People
12	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 18 (Pages 581-602)		Lecture	Trends in the Food and Beverage Industry	Creative Product Development from Peels and Pulps for Sustainability
13	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 18 (Pages 581-602)		Lecture	Trends in the Food and Beverage Industry 2	Analysis of Virtual Food and Beverage Businesses
14	Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 11 (Pages 339-370)		Lecture	Marketing in Food and Beverage Businesses	Social Media Advertising Plan for a Fictitious Restaurant
15			Lecture	An Overview	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Vize	1	1,00
Final	1	1,00
Ara Sınav Hazırlık	6	3,00
Final Sınavı Hazırlık	8	3,00
Ders Öncesi Bireysel Çalışma	12	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Otel, Lokanta ve İkrām Hizmetleri Bölümü / Aşçılık X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22
L.O. 1	3			3																		
L.O. 2					3						3			3								
L.O. 3					3													3				
L.O. 4					3		2											3				
L.O. 5					3							3	3	3								3
L.O. 6		3				3																3
L.O. 7																						3

Table :

- P.O. 1 :** Defines basic concepts of food and beverage sector.
- P.O. 2 :** Knows legal arrangements in food and beverage management and job's standards.
- P.O. 3 :** Knows interior and exterior factors which effect food and beverage managements.
- P.O. 4 :** Knows the organization structure of food and beverage managements and cookery section and adapts to them.
- P.O. 5 :** Know at least one foreign language at level A2 Europe Language Portfolio.
- P.O. 6 :** Practices easily own theoretical and practical knowledges, got in the university.
- P.O. 7 :** Knows and uses how to work automation systems used in food and beverage and cookery sector.
- P.O. 8 :** Practices the grammar of foreign language, got in the university and internship.
- P.O. 9 :** With the help of experiences in theoretical and internship period, analyzes and solves the problems faced in this sector.
- P.O. 10 :** The degree of communication is very high and adapts teamwork.
- P.O. 11 :** Communicates effectively and good, with subordinates and superiors.
- P.O. 12 :** Has the ability of working with the intensity of work, stress and under pressure.
- P.O. 13 :** Knows the applications held on food and beverage sector such as menu planning, food production and servicing charges, takes part in

these applications.

- P.O. 14 :** Knows the procedures of lavish meal and big organizations, takes part in teamwork.
- P.O. 15 :** Knows the procedures of cooking techniques , kitchen techniques, menu planning.
- P.O. 16 :** Takes part in a teamwork about catering organization.
- P.O. 17 :** Helps friends worked together and grows and always educates subordinates.
- P.O. 18 :** Does respectful to its superiors, completes perfectly the given tasks, decides own decision just in the time of crisis.
- P.O. 19 :** Prepares reports about own job and presents to superiors.
- P.O. 20 :** Helps own friends in extraordinary times, finishes the tasks belongs to others.
- P.O. 21 :** Obeys the worths of national and ethic, cares these worths when worked.
- P.O. 22 :** Follows the innovations of own job and improves own career.
- L.O. 1 :** Explains the management and organizational structure of food and beverage establishments.
- L.O. 2 :** Analyzes and applies the menu planning process.
- L.O. 3 :** Evaluates cost control in food and beverage operations.
- L.O. 4 :** Manages purchasing, receiving, and storage processes.
- L.O. 5 :** Organizes production and service processes and applies them in practice.
- L.O. 6 :** Explains marketing principles in food and beverage operations.
- L.O. 7 :** Trends in the food and beverage industry are well-known.