

Hotel, Restaurant and Catering Services Department / Hotel, Restaurant and Catering Services Department /

Course Code	Course Name	Teoretical	Practice	Laboratory	Credits	ECTS
AS119	FOOD AND BEVERAGE MANAGEMENT	2.00	1.00	0.00	3.00	4.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: PreBachelor					
Course Type	: Compulsory					
Preconditions	: Not					
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					
Course Instructors	: Öğr. Gör. Sevinç Alkan					
Instructor's Assistants	: Öğr. Gör. Dr. İrem YILDIRIM					
Presentation Of Course	: Interactive Education					
Update Date	: 9/8/2025 1:29:43 PM					
Dosya İndirilme Tarihi	: 9/8/2025					

Course Outcomes

Upon the completion of this course a student :

- 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, quality management, and occupational health & safety principles in food and beverage operations.

Preconditions

Course Code	Course Name	Teoretical	Practice	Laboratory	Credits	ECTS

Weekly Contents

	Theoretical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1. Week	*Concept of Management and Manager in Food and Beverage Businesses. Classification of Food and Beverage Businesses.	*Classification Study by Examining Various Restaurant/Cafe Menus (Fast Food, Fine Dining, Cafeteria, etc.)		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 10 (Pages 297-313)	*Lecture	Ö.C.1
2. Week	*Organization in Food and Beverage Businesses	*Preparing an Organizational Chart for a Sample Business		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 10 (Pages 313-336)	*Lecture	Ö.C.1
3. Week	*Menu Planning	*Preparing a Meal (Breakfast-Lunch-Dinner) Menu and Discussion According to Balanced Nutrition Criteria		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 4 (Pages 131-156)	*Lecture	Ö.C.2
4. Week	*Cost Control in Food and Beverage Businesses	*Portion Cost Calculation for a Sample Meal		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 9 (Pages 261-290)	*Lecture	Ö.C.3
5. Week	*Purchasing in Food and Beverage Businesses	*Sample Purchase Request Form and Order Receipt Filling		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 5 (Pages 159-177)	*Lecture	Ö.C.4
6. Week	*Receiving and Storage in Food and Beverage Businesses	*Goods Receiving Process Animation		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 6 (Pages 179-198)	*Lecture	Ö.C.4
7. Week	*Production Process in Food and Beverage Businesses	*Applied Analysis of a Meal Production Process According to Kitchen Workflow		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 7 (Pages 203-232)	*Lecture	Ö.C.5
8. Week	*VİZE					
9. Week	*Food and Beverage Service	*Table Service Practise (Basic Styles Such As American Service, French Service)		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 8 (Pages 235-258)	*Lecture	Ö.C.5
10. Week	*Banquet Organization Management	*Table Planning and Menu Preparation for a Dinner Party for 50 People		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 15 (Pages 483-507)	*Lecture	Ö.C.5
11. Week	*Trends in the Food and Beverage Industry	*Creative Product Development from Peels and Pulps for Sustainability		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 18 (Pages 581-602)	*Lecture	Ö.C.6
12. Week	*Quality Management in Food and Beverage Businesses	*Case Study on HACCP Standards		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 14 (Pages 453-476)	*Lecture	Ö.C.6
13. Week	*Marketing in Food and Beverage Businesses	*Social Media Advertising Plan for a Fictitious Restaurant		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 11 (Pages 339-370)	*Lecture	Ö.C.6
14. Week	*Occupational Health and Safety in Food and Beverage Businesses	*Role Playing and Developing Solution Suggestions Based on a Work Safety Scenario		*Read Before Coming to The Lesson: Karamustafa, K. (2018). Food and Beverage Management: Detay Publishing, Part 21 (Pages 663-697)	*Lecture	Ö.C.6
15. Week	*An Overview				*Lecture	Ö.C.1 Ö.C.2 Ö.C.3 Ö.C.4 Ö.C.5 Ö.C.6

Assesment Methods %

ECTS Workload																																	
Activities		Count		Time(Hour)		Sum of Workload																											
Dersle Katılım		14		3.00		42.00																											
Vize		1		1.00		1.00																											
Final		1		1.00		1.00																											
Ara Sınav Hazırlık		6		3.00		18.00																											
Final Sınavı Hazırlık		8		3.00		24.00																											
Ders Öncesi Bireysel Çalışma		12		2.00		24.00																											
Total : 110.00																																	
Sum of Workload / 30 (Hour) : 4																																	
ECTS : 4.00																																	

Program And 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	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 2	0	0	0	0	0	3	0	0	0	0	0	0	3	0	3	0	0	0	0	0	0	0
L.O. 3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0
L.O. 4	0	0	0	0	0	3	2	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0
L.O. 5	0	0	0	0	0	3	0	0	0	0	0	0	3	3	3	0	0	0	0	0	0	3
L.O. 6	0	0	3	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Average	0.50	0	0.50	0.50	0	2.50	0.33	0	0	0	0	0	1.00	0.50	1.00	0	0	0	1.00	0	0	1.00

BEWARE OF PLAGIARISM Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarlama Talebi : Engel durumuna ilişkin herhangi bir uyarlama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.