

Synopsis

Higher Diploma in Food and Beverage Operations and Management

By International Management School

International Management School (Pte) Ltd has designed this Higher Diploma in Food and Beverage Operation & Management Course to provide the students the knowledge in Food and Beverage Operations and Management. It explains the complexity of Food and Beverage business and imparts key related skills.

The diploma is suitable for aspiring Executives seeking knowledge of the Management theory, practice and techniques in relation to organisational operations. Students will be awarded a Higher Diploma in Food and Beverage Operations developed by International Management School (Pte) Ltd.

General Aim/ Objectives

This programme aims to equip aspiring Hotel Executives with the knowledge and skills in Food and beverage Operations and Management.

Module Title

- Introduction to food and beverage
- Food Production
- Purchasing in Food and Beverage
- Food Service Delivery
- Beverage Service Delivery
- Menu Planning and Development
- Service quality in Food and Beverage
- Conferencing and Banqueting
- Planning and Development of Food and Beverage Outlet Part 1
- Planning and Development of Food and Beverage Outlet Part 2

Module Title

- **Introduction to food and beverage**

Learning Objective

This module aims to provide participants with:

1. Present the key characteristic and challenges
2. Explain the structure and Scope of the industry
3. Explain the complexity of classifying the industry
4. Evaluate the characteristic and the range of different type of F & B

Module Content and Outline

| S/N | Topic |
|-----|--|
| 1 | Food and Beverage main objectives and expectations |
| 2 | Characteristic of food and beverage sector |
| 3 | Trends in food and beverage |
| 4 | Challenges and organisation of this sector |
| 5 | Management options in food and beverage |
| 6 | Self operated |
| 7 | Franchise agreement |
| 8 | Management contract |
| 9 | Outsourcing |
| 10 | Food and beverage in accommodation |

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| 11 | Commercial and non commercial food and beverage |
| 12 | Food and beverage services in Hotel |
| 13 | Independent restaurant |
| 14 | Ethnic Restaurant |
| 15 | Theme Restaurant |
| 16 | Food and beverage transport |
| 17 | Characteristic of Non commercial food and beverage |

Learning Outcomes:

At the end of the module the student will be able to:

1. Understand the key characteristic and prepared for challenges
2. Understand and Scope of the industry
3. Explain the complexity of classifying the industry
4. Understand the characteristic and the range of different type of Food and beverage

Textbook

Food and beverage Management by Davis B and Lockwood

Module Title

- **Food Production**

Learning Objective

1. Explain kitchen organisation and responsibilities of staff
2. Appraise and describe the different food production methods
3. Identify the main food groups
4. Design consideration of kitchen
5. Achieve food cost
6. Understand importance of Food and control

Module Content and Outline

| S/N | Topic |
|-----|------------------------------------|
| 1 | Kitchen Introduction |
| 2 | Communication |
| 3 | Chef Characteristic |
| 4 | Chef Challenges |
| 5 | Chief Opportunity |
| 6 | Chef Presentation |
| 7 | Staff and Responsibilities |
| 8 | Kitchen Organisation |
| 9 | System Analysis |
| 10 | Steward Department |
| 11 | Kitchen Design and Planning |
| 12 | Production Methods |
| 13 | Key Consideration |
| 14 | The sous-vide Method of Production |
| 15 | Cook chill method |
| 16 | Cook freeze method |
| 17 | Distribution Methods |

Learning Outcomes:

At the end of the module the student will be able to:

1. Understand and know how to evaluate the kitchen organisation and responsibilities of staff
2. Appraise and describe the different food production methods
3. Identify the main food groups
4. Develop and Design consideration of kitchen
5. Evaluate food cost
6. Understand importance of Food and control

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Textbook

Food and Beverage by Lilllicrap, Cousins J and Smith

Module Title

- **Purchasing in Food and Beverage**

Learning Objective

1. Explain the importance and the process of selecting the right suppliers
2. Describe the key standards required when purchasing, when receiving storing and issuing food and beverage stocks
3. Recommend the tools required for effective control of finances and hygiene throughout the procurements and storage process.

Module Content and Outline

| S/N | Topic |
|-----|------------------------------------|
| 1 | Department Goals and Structure |
| 2 | Department Objectives |
| 3 | Factors that impact purchasing |
| 4 | Personnel & Job description |
| 5 | Purchasing responsibilities |
| 6 | Capital purchase |
| 7 | Quality Control |
| 8 | Selecting Suppliers |
| 9 | Financial Control |
| 10 | Product Cost changes |
| 11 | Storage - Perishability |
| 12 | Storeroom Health and good practice |
| 13 | Secure storage |
| 14 | Internal requisitions |
| 15 | Issuing rationale |
| 16 | Control Stock take inventory |

Learning Outcome

Students will be able to:

1. Understand and describe the importance and the process of selecting the right suppliers
2. Explain and able to up Keep the key standards required when purchasing, when receiving storing and issuing food and beverage stocks
3. Utilise and recommend the tools required for effective control of finances and hygiene throughout the procurements and storage process.

Textbook

The Management of Food service Operations by Merricks P and Jones

Module Title

- **Food Service Delivery**

Learning Objective

1. Justify the importance of service to food and beverage organisation
2. Explain the methods adopted by food and beverage organisation to consistently meet customer's needs and wants
3. Discuss the key personnel and their different food and beverage services methods

Module Content and Outline

| S/N | Topic |
|-----|--|
| 1 | Introduction to food and beverage service |
| 2 | Strategies to achieve excellence service |
| 3 | Service personnel |
| 4 | Presentation and personal hygiene |
| 5 | Structure and Traditional service organisation |

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| 6 | Service methods |
| 7 | Counter service |
| 8 | Preparation of service |
| 9 | Performance standard |
| 10 | Basics services |
| 11 | Communication |
| 12 | Selling |
| 13 | Electric Point of Sales (POS) |
| 14 | Post service debriefing |

Learning Outcome

Students will be able to:

1. Evaluate and justify the importance of service to food and beverage organisation
2. Use and explain the methods adopted by food and beverage organisation to consistently meet customer's needs and wants
3. Plan and evaluate the key personnel and their different food and beverage services methods

Textbook

Food Catering by Linton, Ceserani and Foskett

Module Title

- **Beverage Service Delivery**

Learning Objective

1. Explain the critical factors and considerations when designing a bar
2. Discuss key bar personnel their responsibilities and organisation
3. Identify the different types of beverages used their uses methods of production and service
4. Understand the importance of control within the bar and discuss a range of methods that can be implemented to maintain control

Module Content and Outline

| S/N | Topic |
|-----|--|
| 1 | Types of bar operations |
| 2 | Hotel bars |
| 3 | Bar Service personnel |
| 4 | Importance of sales |
| 5 | Bar design |
| 6 | Bar equipment, glassware and consumables |
| 7 | Beverage pre-service duties – open bar |
| 8 | Type of beverage service and production |
| 9 | Coffee preparation methods |
| 10 | Beer, Spirits , liqueurs Cocktail, Wines |
| 11 | Bar control, tools, cost control |

Learning Outcome

Students will be able to:

1. Develop and consider the critical factors and considerations when designing a bar
2. Plan, Evaluate and select key bar personnel their responsibilities and organisation
3. Identify and utilise the different types of beverages used their uses methods of production and service
4. Understand the importance of control within the bar and discuss a range of methods that can be implemented to maintain control

Textbook

Food and Beverage by Lillcrap, Cousins J and Smith

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Module Title

- **Menu Planning and Development**

Learning Objective

1. Explain the importance of the menu
2. Explain the different type of menu
3. Discuss the factors to consider in creating a menu
4. Describe the range of tools for evaluating then menu

.Module Content and Outline

| S/N | Topic |
|-----|---------------------------------|
| 1 | The importance of the menu |
| 2 | Menu styles |
| 3 | Cyclical menus |
| 4 | Menu consideration |
| 5 | Legislation of menu planning |
| 6 | Menu cover |
| 7 | Terminology |
| 8 | Layout and design |
| 9 | Food consistency |
| 10 | Colour balance |
| 13 | Wording |
| 14 | Nutritional balance |
| 15 | Ingredient balance |
| 16 | Suppliers |
| 17 | Menu options |
| 18 | Coffee shop |
| 19 | Bar lounge |
| 20 | Executive lounge |
| 21 | Leisure and recreation areas |
| 22 | Conference and banqueting |
| 23 | Room services |
| 24 | Menu evaluation and performance |

Learning Outcome

Students will be able to:

1. Understand, explain and consider the importance of the menu
2. Plan and develop the different type of menu
3. Consider , evaluate and utilise the factors to consider in creating a menu
4. Utilise and explain the range of tools for evaluating then menu

Textbook

The Management of Food service Operations by Merricks P and Jones

Module Title

- **Service Quality in Food and Beverage**

Learning Objective

1. Explain the importance of quality to a food and beverage operations
2. Explain and discuss a range of methods operators can use to improve quality
3. Identify and evaluate a range of approaches to measure and maintain quality

Module Content and Outline

| S/N | Topic |
|-----|---|
| 1 | What is quality and the importance? |
| 2 | Challenges and issues in food and beverage operations |
| 3 | Importance of Customer satisfaction |
| 4 | Quality tools |
| 5 | Leadership effectiveness |

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|----|---|
| 6 | Market segmentation |
| 7 | Customer and operational expectations |
| 8 | Stand of performance |
| 9 | The human resource management |
| 10 | Staff skills training |
| 11 | Quality sourcing |
| 12 | Sourcing consideration |
| 13 | Quality schemes |
| 14 | Monitoring and measurement of quality service |
| 15 | Customer survey questionnaire (Internal and external) |
| 16 | Face to face feedback |
| 17 | Focus group |
| 18 | Observation |
| 19 | Management of information |

Learning Outcome

Monitoring and measurement of quality service

Students will be able to:

1. Consider ,explain apply the importance of quality to a food and beverage operations
2. Evalaute, discuss utilise a range of methods operators can use to improve quality
3. Utilise , identify and evaluate a range of approaches to measure and maintain quality

Textbook

Management of Food service Operations by Merricks P and Jones

Module Title

- Conferencing and Banqueting

Learning Objective

1. Explain the structure of conferencing and banqueting
2. Explain and discuss customers inquiry process
3. Identify and evaluate the tools and the standards, expenses and sales maintain quality

Module Content and Outline

| S/N | Topic |
|-----|---|
| 1 | The characteristic of Conferencing and banqueting |
| 2 | Challenges |
| 3 | Conferencing and banqueting sales |
| 4 | The event process |
| 5 | Customer enquiry |
| 6 | The appointment and customer visit |
| 7 | The quotation and contract stage |
| 8 | Food and beverage and service |
| 9 | Room set up and equipment |
| 10 | |

Learning Outcome

Students will be able to:

1. Plan and develop the structure of conferencing and banqueting
2. Explain and Implementation of customers inquiry process
3. Identify and evaluate the tools and the standards, expenses and sales maintain quality

Textbook

Management of Food service Operations by Merricks P and Jones

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Module Title

Planning and Development of Food and Beverage Outlet Part 1

Learning Objective

1. Planning and development, forecast and budgeting
2. Design and development of outlets
3. Identify the various government agency and licence application
4. Sourcing of equipment and contractors
5. Recruitment of staff , Understand MOM and ICA rules and regulation

Module Content and Outline

| S/N | Topic |
|-----|--|
| 1 | Development business plan |
| 2 | Marketing Branding and Design of outlets |
| 3 | licence requirement |
| 4 | Sales and marketing |
| 5 | Customer service |
| 6 | Menu Planning |
| 7 | The quotation and contract stage |
| 8 | Equipment and contractors |
| 9 | Staffing |
| 10 | Budgeting |

Learning Outcome

Students will be able to:

1. Writing of a development plan
2. Develop and Design of outlets
3. Knowledge of the government agency and licence requirement and application
4. Identify and sourcing of equipment and contractors quotation
5. Recruitment of staff
6. Identify the application requirement and understand MOM and ICA rules and regulation
7. Do a Budget forecast

Module Title

Planning and Development of Food and Beverage Outlet Part 2

Learning Objective

1. Implementation of plan and development based on, forecast and budgeting
2. Finalise decision on Design and development of outlets
3. Make mock application to government agency and licence
4. Obtain quotation of equipment and contractors
5. Advertise and interview candidate
6. Mock application MOM and ICA rules and regulation

Module Content and Outline

| S/N | Topic |
|-----|--|
| 1 | Implement the development business plan |
| 2 | Implement marketing and branding and Design of outlets |
| 3 | licence requirement |
| 4 | Sales and marketing |
| 5 | Customer service |
| 6 | Menu Planning |
| 7 | The quotation and contract stage |
| 8 | Equipment and contractors |
| 9 | Staffing |
| 10 | Budgeting |

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Learning Outcome

Students will be able to:

1. Demonstrate the implementation of plan and development based on, forecast and budgeting via presentation
2. Show the final Design and development of outlets
3. Do mock application to government agency and licence
4. Obtain quotation of equipment and contractors
5. Implement advertisement and interview candidate
6. Understand the MOM and ICA rules and regulation

Admission Requirements

To be considered for admission into the programme, applicants should have the following qualifications.

Age: 18 years and above

Academic Level: * Minimum Diploma or equivalent qualification

Language Proficiency: * O level English or equivalent

Total Course Duration

The course duration is 12 months for both Full time and Part-time students. Course duration is specified as follows:

| | Duration | Face to Face Lecture per module | Tutorial per module |
|-----------|-----------|---------------------------------|---------------------|
| Part Time | 12 Months | 12 hours per module | Nil |
| Full Time | 12 Months | 12 hours per module | 48 hours |

The course is divided into the modules to be taught and allocation hours are shown in the table below.

| Module Name | (Hr) |
|--|------|
| 1. Introduction to food and beverage | 9 |
| 2. Food Production | 9 |
| 3. Purchasing in Food and Beverage | 9 |
| 4. Food Service Delivery | 9 |
| 5. Beverage Service Delivery | 9 |
| 6. Menu Planning and Development | 9 |
| 7. Service Quality in Food and Beverage | 9 |
| 8. Conferencing and Banqueting | 9 |
| 9. Planning and development of Food and Beverage Operation Part 1 | 24 |
| 10. Planning and development of Food and Beverage Operation Part 2 | 24 |
| <i>Total Face to face lecture hours</i> | 120 |

Assessment and Grading

For each module, the students' level-of-understanding of the subject-areas will be assessed through formal assignment and practical projects.

Grading will be given for each module, depending on the total score obtained by the student. The grading with corresponding scores is shown in the table below.

| Grade | Score |
|-------|-----------------|
| A | 70 to and above |
| B | 60 to 69 |
| C | 50 to 59 |
| Fail | 49 and below |

Fees

The full course fee is \$2,800. A fee of S\$100 is payable upon registration.

Class Schedule

Part Time - Sat or Sun: 8.00am to 2.00pm or Tues & Thurs 7.00pm to 10.00pm

Full-Time – Monday to Friday 9.00am to 12.00pm

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Face-to-face

Total contact hours¹: 120(full-time)

Total contact hours: 120(part-time)

¹ Refers to direct, face-to-face instructional contact with a teacher.