

Synopsis

Specialist Diploma in Food and Beverage Service

International Management School (Pte) Ltd has designed this Specialist Diploma in Food and Beverage Service to provide the students the skills and the knowledge in Food and Beverage Service.

The specialist diploma is suitable for aspiring Executives seeking knowledge of the theory, practice and techniques in relation to Food and Beverage Service, and organisational operations.

Students will be awarded a Specialist Diploma in Food and Beverage Service developed by International Management School (Pte) Ltd.

General Aim/ Objectives

This programme aims to equip aspiring individual and F & B workers with the knowledge and skills in Food and beverage Service.

Module Title

- Fundamental of Food & Beverage Service
- Menu
- Purchasing
- Food Equipment & Service
- Beverage Equipment and Service
- Project in the development of Food and Beverage Outlet
- Principle of Accounting
- Business Communication
- Marketing
- Business Organization
- Business Management
- Hospitality Industry

Module Title

- Fundamental of Food & Beverage Service

Learning Objective

This module aims to provide participants with:

1. Explain the structure and Scope of the industry
2. 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	Food and beverage in accommodation
5	Food and beverage services in Hotel
6	Independent restaurant
7	Food and beverage in accommodation
8	Ethnic Restaurant
9	Theme Restaurant
10	Food and beverage transport

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

Specialist Diploma in Food and Beverage Service

3. 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

- **Menu**

Learning Objective

1. Explain the importance of the menu
2. Explain the different type of menu
3. Explain the factors in creating a menu

Module Content and Outline

S/N	Topic
1	The importance of the menu
2	The Structure of the menu
3	Items outside the menu structure
4	Types of menu

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 the factors in creating a menu

Textbook

The Management of Food service Operations by Merricks P and Jones

Module Title

- **Purchasing**

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	Factors that impact purchasing
2	Purchasing responsibilities
3	Quality Control
4	Selecting Suppliers
5	Financial Control
6	Product Cost changes
7	Storeroom Health and good practice
8	Secure storage
9	Internal requisitions
10	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** Equipment & Service

Learning Objective

1. Describe Food Service Equipment
2. Demonstrate different food service preparation methods
3. Describe and demonstrate the Food service procedure

Module Content and Outline

S/N	Topic
1	Food Service equipment
2	Cutlery
3	Table ware
4	Large equipment
5	Taking reservation
6	Floor plans
7	Setting the mood
8	How to cloth a table
9	How to lay a table cloth
10	Dessert cutlery
11	Glassware
12	Napkin Folds
13	The order of service
14	Greeting and seating guests
15	Opening napkins
16	Water service
17	Bread service

Learning Outcomes:

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

1. Understand and know what are the Food Service Equipment
2. Able to demonstrate different food service preparation methods
3. Understand and able to demonstrate the Food service procedure

Textbook

Food and Beverage by Lilllicrap, Cousins J and Smith

Module Title

- **Beverage** Equipment and Service

Learning Objective

1. Explain the equipment and service knowledge
2. Explain beverage production and knowledge
3. Describe the beverage erice procedure and service
4. Identify the different types of beverages used their uses methods of production and service.

Module Content and Outline

S/N	Topic
1	Selling beverages
2	Taking orders
3	Glass ware and drinks trays
4	Beer service

Specialist Diploma in Food and Beverage Service

5	Wine service procedures
6	Champagne and other sparkling wine
7	Liqueurs, brandy
8	Changing glassware
9	Types of bar operations
10	Hotel bars
11	Bar Service personnel
12	Preparing bills
13	Methods and procedures of payment
14	Tips
15	Greeting goodbye to guest
16	Tidying, clearing and resetting

Learning Outcome

Students will be able to:

1. Understanding and using the equipment and service
2. Demonstrate and describe beverage production
3. Demonstrate the beverage service and procedure
4. Able to identify the different types of beverages used their uses methods of production and service

Textbook

Food and Beverage by Lillicrap, Cousins J and Smith

Module Title

Project in the development of Food and Beverage Outlet

Learning Objective

1. Planning and development, forecast and budgeting
2. Identify the various government agency and licence application
3. Sourcing of equipment suppliers and contractors
4. Recruitment of staff

Module Content and Outline

S/N	Topic
1	Development plan
2	Marketing
3	licence requirement
4	Customer service
5	Menu Planning
6	Equipment
7	Staffing
8	Budgeting

Learning Outcome

Students will be able to:

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

Module Title:

Principles in Accounting.

This module aims to provide participants with more concepts of accounting with topics such as double entry concept, preparation of income statements and balance sheets, interpretation of financial ratios, etc.

Learning Outcomes

At the end of this module, participants will be able to:

1. Understand key concepts and techniques useful in recording and analysing accounting information
2. Produce solutions to accounting problems, which make appropriate use of accounting practice and principles and which are well organised and clearly stated.
3. Prepare statements reporting the financial performance and financial position of business entities
4. Analyse accounting data and accounting reports using appropriate tools and techniques.
5. Demonstrate an awareness of the context within which accounting operates and through which it relates to the business environment.

Module Title:

Business Communications

This module aims to equip students with the essential skill of business communication including writing of letter, reports, minutes, memorandums and electronic mails. Other skills include presentations, listening and management of meetings.

Learning Outcomes

At the end of this module, participants will be able to:

1. Demonstrate how business communication strategies and principles can be applied to prepare effective communication for domestic and international business situations
2. Discuss the relative merits of and appropriate organisational formats and channels used in developing and presenting business messages
3. Demonstrate understanding of the mechanics of oral and written communication including presentations, memos, letters, and reports.
4. Demonstrate language skills competency in grammar, spelling, punctuation, capitalization, number usage, and sentence structure by communicating in concise, clear, straightforward language.
5. Explain relative merits and mechanisms for communicating via electronic mail, Internet, and other electronic media.
6. To deliver an effective oral business presentation (Non credit bearing assessment)
7. To demonstrate problem-solving and critical-thinking skills by analysing business problems, resulting in functional business documents, memoranda, letters, and/or reports.

Module Title:

Marketing.

This module aims to provide participants with the concepts of marketing. In addition, the mechanism of the marketing process is also discussed with extensive coverage on topics of the marketing mixes, i.e. product, price, promotions and distribution.

Learning Outcomes

At the end of this Unit, students will be able to:

1. Understand the marketing environment and the scope of tasks undertaken in marketing in the context of different organizational situations in which marketing is applied.
2. Understand the decision making processes within consumer and organizational buying situations explain the ways in which market segments are defined and recognise the importance of information in decisions concerning customers and markets.
3. Assess the role of the marketing mix within the context of marketing decision making.

Specialist Diploma in Food and Beverage Service

4. Examine various marketing strategies used within different organizations and competitive situations

Module Title:

Business Organisation

This module aims to provide participants with the knowledge of how an organization can be organized and managed. In addition, participants will also be taught on organizational theories of leadership, motivation, group theories and change management.

Learning Outcomes

At the end of this module, participants will be able to:

1. Identify mechanisms for the setting of organisational goals and their achievement
2. Identify the causal determinants of organisational structures
3. Compare and contrast the nature of management in historical and contemporary contexts.
4. Put current debates about the nature of organisational control in a historical context.
5. Use a variety of models of organisational effectiveness to suggest changes to an organisation
6. Discuss approaches to management power and control within different organisational settings
7. Discuss organisational issues related to group dynamics by reflecting on group structures and processes raised in the unit.

Module Title:

Hospitality Management

This module aims to provide participants with:

- i. Develop understand and knowledge of complexity of the hospitality and tourism business operations
- ii. Develop the skills to undertake the activities that are expected of a supervisors and managers with a hospitality and tourism business
- iii. Develop personal skills in management and leadership and their ability to deliver good levels of customer care

Learning Outcomes:

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

1. Examine the functional areas of business operations
2. Evaluate the role of management within the tourism and hospitality
3. Evaluate the skills required of management within the tourism and hospitality industry
4. Examine the systematic approach to recruitment selection and training
5. Evaluate the role of commendation in the organisations
6. Evaluate the role of customer care in achieving organisational objectives
7. Evaluate the use of information technology within organisation
- 8.

Module Title :

Introduction to Hospitality Industry

This module aims to provide participants with:

- i. Develop knowledge and an understanding of the scope and future developments of the global hospitality industry
- ii. Understanding the external influences on the industry and
- iii. Able to develop quality approaches and management systems to improve performance and meet the needs of the organization and its customers

Learning outcomes

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

1. Examine the scope and the future developments of global hospitality industry
2. Evaluate the issues and the influences affecting the hospitality industry
3. Critically evaluate the role of branding within the hospitality industry
4. Illustrate the distinctive features of accommodation

Specialist Diploma in Food and Beverage Service

5. Illustrate the distinctive features of food and beverage
6. Develop effective quality management in the global hospitality industry

Admission Requirements

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

Age: 18 years and above

Obtained at least C6 in any GCE O level subjects including English Language 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	18 hours per module	Nil
Full Time	12 Months	18 hours per module	44 hours

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

Module Name	(Hr)
1. Fundamental of food and beverage service	18
2. Purchasing	18
3. Food Equipment and Service Delivery	18
4. Beverage Equipment and Service Delivery	18
5. Menu	18
6. Project on the Development of Food and Beverage Outlet	18
7. Principle of Accounting	18
8. Business Communication	18
9. Marketing	18
10. Business Organization	18
11. Business Management	18
12. Hospitality Industry	18
<i>Total Face to face lecture hours</i>	216

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

Face-to-face

Total contact hours¹: 216(full-time)

Total contact hours: 216(part-time)