

**Module Title: Food and Beverage Management****Module Code: — B2208****Level: BAIHTM – 4th Semester...Lesson Plan**

<b>S. No.</b>	<b>Units</b>	<b>Topics / Activities</b>
1	The Food Service Industry	<ul style="list-style-type: none"><li>• Food Service Origins</li><li>• Commercial and Non-Commercial Operations</li><li>• Hotel Restaurants and Freestanding Restaurants</li><li>• Food Service in Non-commercial Facilities</li><li>• Organization of Commercial Operations</li><li>• Future of the Food Service Industry</li></ul>
2	Organization of Food and Beverage Operations	<ul style="list-style-type: none"><li>• People in Food Service</li><li>• Organization Charts</li><li>• Career Paths in Food Service</li></ul>
3	Fundamentals of Management	<ul style="list-style-type: none"><li>• Management Process</li><li>• Managerial Responsibilities and Relationships</li><li>• Importance of Hospitality</li></ul>
4	Food and Beverage Marketing	<ul style="list-style-type: none"><li>• Marketing with Focus on Guests</li><li>• Feasibility Studies</li><li>• Marketing Research</li><li>• Marketing Plan</li><li>• Implementing the Marketing Plan</li><li>• Marketing Tactics for Non-Commercial Food Service Operations</li></ul>
5	Nutrition for Food Service Operations	<ul style="list-style-type: none"><li>• Nutrition as the Science of Food</li><li>• Nutrition and Food Service Operations</li><li>• Contemporary Dietary Concerns</li></ul>
6	The Menu	<ul style="list-style-type: none"><li>• Commercial and Non-commercial Menu Styles</li><li>• Types of Menus</li><li>• Menu Planning</li><li>• Menu Design</li><li>• Menu Evaluation</li></ul>
7	Managing Food Costs and Menu Pricing Strategies	<ul style="list-style-type: none"><li>• Standard Recipes</li><li>• Determining Standard Portion Costs for Menu Items</li><li>• Determining Total Standard Food Costs</li><li>• Determining Standard Portion Costs</li></ul>

		<p>for Beverages</p> <ul style="list-style-type: none"> <li>• Pricing Menu Items</li> </ul>
8	Food and Beverage Service	<ul style="list-style-type: none"> <li>• Types of Food and Beverage Service</li> <li>• Creating an Enjoyable Guest Experience</li> <li>• Pre-opening Concerns and Activities</li> <li>• Providing Guest Service</li> <li>• Technology in Guest Service Process</li> <li>• Food and Beverage Revenue Control Procedures</li> <li>• Increasing Food and Beverage Sales</li> </ul>
9	Sanitation and Safety	<ul style="list-style-type: none"> <li>• Sanitation Principles</li> <li>• Foodborne Illnesses</li> <li>• Personal Cleanliness and Health</li> <li>• Safe Food Handling Procedures</li> <li>• Food Safety and Terrorism</li> <li>• Workplace Safety</li> <li>• OSHA Guidelines</li> <li>• Food Service Accidents</li> <li>• First Aid and Accident Reports</li> <li>• Management's Role in Sanitation and Safety Programs</li> </ul>
10	Facility Design, Layout, and Equipment	<ul style="list-style-type: none"> <li>• Planning Process</li> <li>• Kitchen Redesigning</li> <li>• Redesigning Other Areas</li> <li>• Food and Beverage Equipment</li> </ul>
11	Financial Management	<ul style="list-style-type: none"> <li>• Uniform System of Accounts</li> <li>• Operations Budget</li> <li>• Income Statement</li> <li>• Ratio Analysis</li> <li>• Technology in the Accounting Process</li> </ul>