

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

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

		for Beverages • Pricing Menu Items
8	Food and Beverage Service	• Types of Food and Beverage Service • Creating an Enjoyable Guest Experience • Pre-opening Concerns and Activities • Providing Guest Service • Technology in Guest Service Process • Food and Beverage Revenue Control Procedures • Increasing Food and Beverage Sales
9	Sanitation and Safety	• Sanitation Principles • Foodborne Illnesses • Personal Cleanliness and Health • Safe Food Handling Procedures • Food Safety and Terrorism • Workplace Safety • OSHA Guidelines • Food Service Accidents • First Aid and Accident Reports • Management's Role in Sanitation and Safety Programs
10	Facility Design, Layout, and Equipment	• Planning Process • Kitchen Redesigning • Redesigning Other Areas • Food and Beverage Equipment
11	Financial Management	• Uniform System of Accounts • Operations Budget • Income Statement • Ratio Analysis • Technology in the Accounting Process