

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: Tourism Management			
Course Title: FOOD AND BEVERAGE MANAGEMENT		Course Org. Title: FOOD AND BEVERAGE MANAGEMENT	
Course Level: Bachelor's Degree		Course Code: TMT 3021	
Language of Instruction: English		Form Submitting/Renewal Date 22/09/2020	
Weekly Course Hours: 3		Course Coordinator: DOÇ.DR. İŞİL ÖZGEN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 4



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Tourism Management	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

The aim of this course is to provide an up to date introduction for students that are considering a management career in food service.

Learning Outcomes:

- 1 Describe types of food service operations and be able to make comparisons between commercial and institutional food service.
- 2 Describe levels of management in food service and be able to identify various production and service positions and organizational charts in food and beverage operations
- 3 Explain food and beverage marketing discuss the importance of feasibility studies, marketing research and marketing plans.
- 4 Describe menu planning process, menu schedules and types and menu pricing styles and analyze menus profitability and popularity and prepare action plans according to menu analysis
- 5 Explain how to create standard recipes discuss its advantages in production planning, effective scheduling and timing.

Learning and Teaching Strategies:

1. Lecture: There will be three lecture sessions every week.
2. Guest Speakers: According to the availability, F&B Managers of Izmir's large scale hotels will be invited as guest speakers to share their experiences with students.

Assessment Methods:

Name	Code	Calculation formula
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Further Notes about Assessment Methods:

1. Mid-term : Students are responsible from the weekly mentioned chapters in the syllabus.
2. Final: Students are responsible from chapters after midterm.
3. Term Assignment: Students will prepare a menu regarding the principles of menu planning, prepare standard recipes of the menu items and price them.



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Assessment Criteria:

1. Mid-term Exam: The exam will cover the topics mentioned in course outline .
2. Final Exam: The exam will cover the topics given after mid-term mentioned in course outline.
3. Assignments: The students will prepare menus and standard recipes for their menu items

Students should be able to make comparisons between commercial and institutional food service.

Students should be able to identify various production and service positions and organizational charts in food and beverage operations.

Students should be able discuss the importance of feasibility studies, marketing research and marketing plans.

Students should be able to discuss menu planning process and analyze menus according to their profitability and popularity.

Students should be able to prepare standard recipes and discuss its advantages in production planning, effective scheduling and timing.

Textbook(s)/References/Materials:

1. June Payne Palacio, Monica Theis (2015) Food Service Management: Principle and Practices, 13 th Edition Pearson Publishings.

Course Policies and Rules:

1. Students are advised that faculty use turnitin to prevent any kind of cheating.
2. Tardiness and early departure from lecture will be referred as absenteeism.
3. Using cell-phone for messages or any electronic devices during the course are strictly prohibited.

Contact Details for the Instructor:

Assoc. Prof. Işıl Özgen
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Office Hours:

Course Outline:

Week	Topics:	Notes:
1	The Food Service Industry	
2	Organization of Food and Beverage Operations	
3	Fundamentals of Management	
4	Food and Beverage Marketing	
5	Menu Management	
6	Nutrition for Food Service Operations	
7	Standard Product Costs and Pricing Strategies	
8	Preparing for Production	
9	Production	
10	Food and Beverage Service	
11	Facility Design, Layout and Equipment	
12	Financial Management	

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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

Exams

Final	1	1,5	2
Midterm	1	1,5	2

Out of Class activities

Preparations before/after weekly lectures	12	1	12
Preparation for midterm exam	1	7	7
Preparation for final exam	1	7	7
Preparing assignments	1	12	12
Preparing presentations	1	6	6
Evaluation of Restaurant Menus	5	4	20
Total Work Load (hour)			104
ECTS Credits of the Course= Total Work Load (hour) / 25			4