



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Food & Beverage Management							
Course Code		THM212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to teach the students what human needs to eat, classify food and beverage businesses, food and beverage management, production, service and marketing activities are aimed to give theoretical and practical information							
Course Content		Basic information about management, production, marketing and service of food and beverage management is the content of this course							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Hasan KAMACI							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Sökmen, A. (2013) Yiyecek İçecek Hizmetleri Yönetimi ve İşletmeciliği. Detay Yayıncılık, Ankara.
2	Çalışkan, O. ve Özdemir, B. (2011) Uluslararası Turizm İşletmeciliğinde Restoran Yönetimi. İ. Pınar (Editör), O. İçöz ve O. Çulha (Editör Yrd.), Uluslararası Turizm İşletmeciliği, ss. 251-283, Ankara: Nobel Yayınevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	Food and Beverage Management, Human Needs and Food and Beverage Services in Hospitality Industry, the classification of foods, beverages business
2	Theoretical	Management of Food and Beverage Business
3	Theoretical	Food and Beverage Department and Its Importance The Organizational Structure of Food and Beverage Department
4	Theoretical	Hygiene and Sanitation in Food and Beverage Business
5	Theoretical	Food and Beverage Cycling in Food and Beverage Business
6	Theoretical	Production in Food and Beverage Business
7	Theoretical	Service and Its Importance in Food and Beverage Business, International Service Types
8	Intermediate Exam	Basic Service Information, Pre-Preparations of Service
9	Theoretical	Midterm Exam
10	Theoretical	Service Steps in Food and Beverage Business
11	Theoretical	Marketing in Food and Beverage Business
12	Theoretical	Marketing in Food and Beverage Business
13	Theoretical	Consumer Complaints in Food and Beverage Department
14	Theoretical	Current Issues in Food and Beverage Service: Outside Diding Experience
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Listing the pull and push factors that motivate people for dining
2	Classifying food and beverage business and exemplify for them
3	Explaining business functions (management, production, marketing) in food and beverage business
4	Explain the importance and objectives of revenue and cost control,
5	student use food and beverage service planning skills

Programme Outcomes (Tourism and Hotel Management)

1	To be able to use a second foreign language at intermediate level
2	To have the ability to use information technologies in the field at a good level.
3	Competence in human relations and behaviors required by tourism industry.
4	To be able to dominate the issues of entrepreneurship and business establishment procedures in the field of accommodation management
5	To have the knowledge and skills required by the profession
6	To have information about equipment and equipment used in accommodation establishments

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	1				
P3	3	3	3	3	3
P4	4	4	4	4	4
P5	5	5	5	5	5
P6	4	4	4	4	4

