



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Environmental Psychology in Food and Beverage Management								
Course Code	REM233	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	6	Workload	150 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Yiyecek içecek endüstrisinin yapısının kavranmasını sağlamak ve yiyecek içecek işletmelerini yönetebilmek için gerekli olan bilgi ve becerileri kazandırarak turizm endüstrisinin gereksinim duyduğu kalifiye işgücünün yetiştirilmesine katkıda bulunmaktır								
Course Content	In accordance with the aim of the course, it is aimed to give information about management, organizational structure, kitchen management, service techniques, hygiene requirements, purchasing and financial analysis which are necessary in food and beverage management.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation)								
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Ninemeier, Jack D.(1995)Food and Beverage Management, American Hotel & Motel Association, Michigan.
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Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Introduction to food and beverage industry and management
2	Theoretical	Yiyecek içecek işletmelerinde organizasyon yapısı
3	Theoretical	Establishment studies in food and beverage establishments
4	Theoretical	Menu and types of food and beverage establishments
5	Theoretical	Food and beverage service
6	Theoretical	Hygiene and sanitation in food and beverage establishments
7	Theoretical	Food and beverage management and nutrition
8	Theoretical	Purchasing in food and beverage establishments
9	Intermediate Exam	midterm
10	Theoretical	Kitchen management in food and beverage establishments
11	Theoretical	Cost control in food and beverage establishments
12	Theoretical	Marketing in food and beverage establishments
13	Theoretical	Relations with guests in food and beverage establishments
14	Theoretical	Technologies used in food and beverage businesses
15	Theoretical	Technologies used in food and beverage businesses
16	Final Exam	finals



Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	7	2	126
Midterm Examination	1	8	1	9
Final Examination	1	14	1	15
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Recognize the food and beverage industry and management organization structure.
2	Learns feasibility analysis in food and beverage businesses.
3	Comprehend menu types and preparation.
4	Gains knowledge of service and hygiene and sanitation in food and beverage establishments.
5	To have information about the atmosphere of food and beverage businesses

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle leve
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

