



## 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. Burçin BAŞARIK ŞEN								

Assessment Methods and Criteria			
Method	Quantity	Percentage (%)	
Midterm Examination	1	40	
Final Examination	1	60	

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 & Teaching Methods	
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	Theoretical	Basic Service Information, Pre-Preparations of Service
9	Theoretical	General Review/ 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 Dining 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

