



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |                      |  |   |                                |   |            |   |
|--|---|--|----------------------|--|---|--------------------------------|---|------------|---|
| Course Title                                     |   | Food and Beverage Management   |                      |  |   |                                |   |            |   |
| Course Code                                      |   | TUR521   |                      | Course Level   |   | Second Cycle (Master's Degree) |   |            |   |
| ECTS Credit                                      | 5 | Workload   | 127 ( <i>Hours</i> ) | Theory   | 3 | Practice                       | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | At the conclusion of the course students will be able to learn;<br>organizational structure of food and beverage businesses, production and service hierarchy, marketing principles, commercial and institutional operations, menu development and planning, pricing strategies, purchasing, storing and issuing processes, sanitation and safety, design and equipment management and Information Technology in FB operations |                      |  |   |                                |   |            |   |
| Course Content                                   |   | This course comprises from overview of food and beverage operations, food and beverage marketing, menu planning, nutrition concerns, menu cost and pricing strategies, production, service, beverage management, sanitation and safety issues, facility design and equipment food service automation.  |                      |  |   |                                |   |            |   |
| Work Placement                                   |   | N/A  |                      |  |   |                                |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |                      | Explanation (Presentation), Discussion, Case Study, Individual Study |   |                                |   |            |   |
| Name of Lecturer(s)                              |   | Prof. Osman Nuri ÖZDOĞAN   |                      |  |   |                                |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 20             |
| Final Examination   | 1        | 50             |
| Attending Lectures  | 1        | 10             |
| Assignment          | 3        | 10             |
| Term Assignment     | 2        | 10             |

### Recommended or Required Reading

|   |   |
|---|---|
| 1 | Food and Beverage Management, Jack.D. Ninemeier |
| 2 | Related Academic Articles.                      |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Introduction to Food and Beverage Industry               |
| 2    | Theoretical                     | Business Structure of Food and Beverage Businesses       |
| 3    | Theoretical                     | Management in Food and Beverage Businesses               |
| 4    | Theoretical                     | Marketing in Food and Beverage Businesses                |
| 5    | Theoretical                     | Menu and Planning in Food and Beverage Businesses        |
| 6    | Theoretical                     | Production cost and pricing strategies                   |
| 7    | Theoretical                     | Nutrition  |
| 8    | Theoretical                     | Receipe preparation                                      |
| 9    | Theoretical                     | Production   |
| 10   | Theoretical                     | Food and Beverage service                                |
| 11   | Theoretical                     | Sanitation and food safety                               |
| 12   | Theoretical                     | Interior design and its requisitons                      |
| 13   | Theoretical                     | Financial management                                     |
| 14   | Theoretical                     | Information Technologies in food and beverage businesses |
| 15   | Theoretical                     | General Review   |

### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 15       | 0           | 3        | 45             |
| Assignment          | 3        | 10          | 0        | 30             |
| Term Project        | 2        | 10          | 0        | 20             |
| Midterm Examination | 1        | 10          | 1        | 11             |



|   |   |    |   |     |
|---|---|----|---|-----|
| Final Examination                       | 1 | 20 | 1 | 21  |
| Total Workload (Hours)                  |   |    |   | 127 |
| [Total Workload (Hours) / 25*] = ECTS   |   |    |   | 5   |
| *25 hour workload is accepted as 1 ECTS |   |    |   |     |

### Learning Outcomes

|   |   |
|---|---|
| 1 | To learn food and beverage businesses   |
| 2 | To understand development of food and beverage industry.                                |
| 3 | To learn management processes in food and beverage businesses.                          |
| 4 | To understand menu management in food and beverage businesses                           |
| 5 | To have knowledge about customer relations management in food and beverage enterprises. |

### Programme Outcomes (Tourism Management Master)

|    |   |
|----|---|
| 1  | To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management. |
| 2  | To be able to analyze the socio-economic and the managerial problems both interactionally and separately  |
| 3  | To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.   |
| 4  | To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.   |
| 5  | To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.   |
| 6  | To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.                  |
| 7  | To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.                      |
| 8  | To be able to regenerate and develop constantly concerning the field participated in tourism businesses.  |
| 9  | To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.  |
| 10 | To be able to use at least one foreign language to follow the international tourism literature.   |
| 11 | To be able to share the developments related to departments of tourism establishment.   |
| 12 | To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.   |
| 13 | To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.  |
| 14 | To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.  |

### 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  | 5  | 5  | 5  | 5  | 5  |
| P2  | 5  | 5  | 5  | 5  | 5  |
| P3  | 4  | 4  | 4  | 4  | 4  |
| P4  | 4  | 4  | 4  | 4  | 4  |
| P5  | 3  | 3  | 3  | 3  | 3  |
| P6  | 4  | 4  | 4  | 4  | 4  |
| P7  | 5  | 5  | 5  | 5  | 5  |
| P8  | 5  | 5  | 5  | 5  | 5  |
| P9  | 4  | 4  | 4  | 4  | 4  |
| P10 | 5  | 5  | 5  | 5  | 5  |
| P11 | 4  | 4  | 4  | 4  | 4  |
| P12 | 3  | 3  | 3  | 3  | 3  |
| P13 | 5  | 5  | 5  | 5  | 5  |
| P14 | 5  | 5  | 5  | 5  | 5  |

