

# F&BM

FOOD & BEVERAGE MANAGEMENT

SHORT COURSE



**DURATION : 4  
MONTHS**

Distance Education with  
Online Support

## **CERTIFICATE IN FOOD & BEVERAGE MANGEMENT**

Your passport to an exciting  
career in the hospitality and  
travel industry



# Course Content

E Learning

## STUDY UNITS

### Introducing food and beverage management

Size and scope of food and beverage operations  
Food and beverage management  
Managing the meal experience

### The restaurant sector

Full service restaurants and licensed retail  
Hotel restaurants and private clubs  
Fast food

### Contract, travel and public sector catering

Contract catering  
Travel catering  
Public sector

### Developing the concept

The concept  
Feasibility study  
The business plan  
Financing the operation  
Facility design and layout  
Further reading

### The menu: Food and beverage

Type of menus  
Menu offering  
Menu pricing

## Food and beverage operations

Purchasing and storage

Purchasing

The purchasing procedure

Price and quality performance

The purchasing of foods

The purchasing of beverages

Receiving of food

Storing and issuing food

Stocktaking of food

Receiving of beverages

Storing and issuing of beverages

## Food and beverage operations

Production and service

Food production methods

Beverage production methods

Food and beverage service methods

## Food and beverage control

The objectives of food and beverage control

Special problems of food and beverage control

The fundamentals of control

The reality of control

Setting the budget and break-even analysis

Basic concepts

Methods of food control

Methods of beverage control

EPOS reporting

Food and beverage control checklists

Revenue control

Profit sensitivity analysis and menu engineering

Systems of revenue control

Computerized systems

Forecasting

Operating ratios

## Trends and developments

Consumer trends

Environmental issues

Financing the operation

Ethical issues

High tech food`

## Staffing issues

- Structure of labour
- Recruitment
- Staff turnover
- Staff training
- Legal framework
- Staff scheduling
- Supervision and communication
- Further reading
- 10 Food and beverage marketing
- Marketing
- Advertising
- Public relations
- Merchandising
- Sales promotion
- Personal selling and up selling

## Managing quality in food and beverage operations

- What is quality?
- Why is quality important?
- Managing quality in food and beverage operations
- A systematic approach to quality management
- Developing approaches to quality management
- Examples of quality management in practice

## Trends and developments

- Consumer trends
- Environmental issues
- Financing the operation
- Ethical issues
- High tech food`