

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



Food & beverage management

Introduction to Food & Beverage Management:

- Standard Industrial Classification
- Sectors of Food & Beverage Outlets
- Cost & Marketing Orientation
- The Food & Beverage Function
- The Food & Beverage Function in Context
- Food & Beverage Management
- Responsibilities of Food & Beverage Management
- Constraints to Food & Beverage Management

Food & Beverage Outlets:

- Commercial Sector
- Subsidised or Welfare Sector

The Meal Experience:

- Food & Drink
- Variety in Menu Choice
- Level of Service
- Price & Value for Money
- Interior Design
- Atmosphere & Mood
- Expectation & Identification
- Location & Accessibility
- Food & Beverage Service Employees
- Trends in Eating Out

Food Menus & Beverage Lists:

- Basic Menu Criteria
- Types of Food Menu
- The Contents of Food Menus
- Beverage Menus/Lists
- Menu Merchandising

An Overall View of Food & Beverage Control:

- The Objectives of Food & Beverage Control
- Special Problems of Food & Beverage Control
- The Fundamentals of Control
- The Reality of Control

Financial Aspects:

- Types of Budget
- Basic Stages in the Preparation of Budgets
- Welfare Operations
- Costs, Profits & Sales
- Breakeven Analysis
- Pricing Considerations
- Menu Pricing

Purchasing:

- The Main Duties of the Purchasing Manager
- The Purchasing Procedure
- The Selection of a Supplier
- Aids to Purchasing
- The Purchasing of Foods
- Purchasing Specifications for Food
- The Purchasing of Beverages
- Purchase Specifications for Beverages

Receiving, Sorting & Issuing:

- Receiving of Food
- Sorting & Issuing of Food
- Stocktaking of Food
- Receiving of Beverages
- Sorting & Issuing of Beverages
- Stocktaking of Beverages

Food & Beverage Production:

- Planning of Food Service Facilities
- Food & Beverage Production Methods

Food & Beverage Service Methods:

- Food Service Methods
- Classification of Food Service Methods
- A Development of the Classification of Catering Operations
- Beverage Service Methods
- Classification

Food & Beverage Production Control:

- Food Production Control
- Beverage Production Control

Food Controlling:

- The Essentials of a Control System
- Calculation of Food Cost
- Methods of Food Control
- Food Control Checklist

Beverage Control:

- Calculation of Beverage Cost
- Methods of Beverage Control
- Control Checklist

Revenue Control - Control Systems - Operating Ratios:

- Manual Systems
- Machine Systems
- Operating Yardsticks Used in Controlling

Food & Beverage Management in Fast Food & Popular Catering:

- Basic Policies - Financial, Marketing & Catering
- Control & Performance Measurement

Food & Beverage Management in Hotels & Quality Restaurants:

- Basic Policies - Financial, Marketing & Catering
- Control & Performance Measurement

Food & Beverage Management in Function Catering:

- Basic Policies - Financial, Marketing & Catering
- Control & Performance Measurement

Reading List

Main Text:

- Food & Beverage Management - Bernard Davis (Heinemann)

Alternative Text and Further Reading:

- Practical Professional Catering - Cracknell, Kaufmann & Nobis (Macmillan)
- Food & Beverage Supervision - Dennis R Lillicrap & John A Cousins (Hodder & Stoughton)