

RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

FMTC 101 INTRODUCTION TO FOOD AND BEVERAGE MANAGEMENT

I. Basic Course Information

- A. Course Number and Title: FMTC 101, Introduction to Food and Beverage Management
- B. New or Modified Course: Modified Course
- C. Date of Proposal: September 2015
- D. Effective Term: Fall 2016
- E. Sponsoring Department: Business & Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
Lab: 0
Out of class student work per week: 6
- H. Prerequisites: None
- I. Laboratory Fees: None
- J. Name and Telephone Number of Department Chair: Pattiann Kletz, Chairperson
Business & Public Service Department, (908) 526-1200 x8878

II. Catalog Description

This course gives an overview and introduction to food and beverage management. Starting from an historical perspective of the traditional components of this industry, the course will highlight the dynamic nature of past and present events that influence the conduct of the industry. This course is the foundation in preparing graduates for management in the fast paced and challenging field of the food service industry. Students who are not currently ServeSafe certified prior to the beginning of class must take this exam as part of this course. The cost of this exam is approximately \$45.00.

III. Statement of Course Need

- A. Introduction to Food and Beverage Management provides for a global overview of management used in food and beverage services. It is the backdrop against which the students can place themselves now and in future career moves. Depending on the area desired, students can seek entry level positions in a variety of high demand occupations such as restaurant managers, kitchen managers, food & beverage directors, catering managers, banquet managers, and room service managers.

- B. This course does not have a lab.
- C. This course generally transfers as a Food and Beverage elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. The course meets a program requirement for the Food and Beverage Management, A.A.S. Degree Program and Certificate.
- C. Course transferability; for New Jersey schools go to the NJ Transfer website, www.njtransfer.org. For all other colleges and universities go to their individual websites.

V. Outline of Course Content

- A. Food & Beverage Service Industry
 - 1. The Food Service Industry Today
 - 2. The Future of the Food Service Industry
 - 3. Institutional Food Service
 - 4. School and Community Food Service
 - 5. Tourism
 - 6. Hotels and Restaurant Industry
- B. Introduction to Personal Industry Skills
 - 1. Leadership Skills
 - 2. Critical Thinking Skills
 - 3. Problem Solving Techniques
 - 4. Financial Analysis Skills
 - 5. Customer Awareness
- C. Introduction to Food & Beverage Topics
 - 1. Food Preparation
 - 2. Applied Food Service Sanitation
 - 3. Food, Beverage and Labor Cost Controls
 - 4. Baking and Pastry Arts
 - 5. Hospitality Purchasing
 - 6. Catering Management
 - 7. Commercial Food Service Operations
- D. Management
 - 1. A New Way of Thinking
 - 2. Planning and Organizing
 - 3. Organizing and Staffing
 - 4. Controlling and Directing
 - 5. Marketing
 - 6. Management Tomorrow
- E. Food Sanitation
 - 1. The sanitation challenge.
 - 2. Providing safe food.
 - 3. Contamination and foodborne illness.
 - 4. Establishing the foodservice safety system.
 - 5. Purchasing and receiving safe food.

6. Keeping food safe in storage.
7. Protecting food in preparation and service.
8. Cleaning and sanitizing.
9. Organizing a cleaning program.

VI General Educational and Course Learning Outcomes

A. General Educational Learning Outcomes

At the completion of this course, students will be able to:

1. Analyze procedures used in food and beverage management. (GE-NJ 1 *)
2. Discuss the changes that have taken place over time and given new direction(s) to this industry. (GE-NJ 1)

B. Course Learning Outcomes

At the completion of this course, students will be able to:

1. Illustrate the milestones in the development of the food and beverage business from its origin in ancient times.
2. Analyze the overall complexities and make-up of this growth industry. (*)
3. Explain the underlying theme of service which is central to all food and beverage oriented businesses.
4. Recognize the relationships and interdependent functions of the major departments of food and beverage establishments.

C. Assessment Instruments

1. Examinations
2. Projects
3. Assignments

(* Imbedded Critical Thinking)

VII. Grade Determinants

- A. Class participation and preparation
- B. Exams and quizzes
- C. Papers and projects

Given the goals and outcomes described above the primary modes of teaching and learning that may be used in the course are:

- A. hands-on training
- B. teacher and student demonstration
- C. lecture / discussion
- D. small group projects
- E. student oral presentations
- F. student collaboration

VIII. Texts and Materials

Suggested textbook

Foodservice Management: Principles and Practices 12/E

ISBN-13: 9780135122167

Publisher: Prentice Hall

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Payne-Palacio & Theis

Prentice-Hall

The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

None