

# Cover Sheet: Request 13561

## HFT 3XXX Food and Beverage Management

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Dawn Shores dshores@hhp.ufl.edu
Created	1/31/2019 8:55:51 AM
Updated	10/10/2019 8:27:16 AM
Description of request	The Department of Tourism, Recreation and Sport Management is requesting to create a new course, HFT 3XXX Food and Beverage Management.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Recreation and Sport Management 012602000	Stephen Dodd		1/31/2019
No document changes					
College	Approved	HHP - College of Health and Human Performance	Sarah Eberhart		9/13/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/13/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

## Course|New for request 13561

### Info

**Request:** HFT 3XXX Food and Beverage Management

**Description of request:** The Department of Tourism, Recreation and Sport Management is requesting to create a new course, HFT 3XXX Food and Beverage Management.

**Submitter:** Sarah Eberhart seberhart@hhp.ufl.edu

**Created:** 9/12/2019 10:16:40 AM

**Form version:** 3

### Responses

**Recommended Prefix** HFT

**Course Level** 3

**Number** XXX

**Category of Instruction** Intermediate

**Lab Code** None

**Course Title** Food and Beverage Management

**Transcript Title** Food and Bev Mgmt

**Degree Type** Baccalaureate

**Delivery Method(s)** Online

**Co-Listing** No

**Co-Listing Explanation** N/A

**Effective Term** Fall

**Effective Year** 2020

**Rotating Topic?** No

**Repeatable Credit?** No

**Amount of Credit** 3

**If variable, # min** 0

**If variable, # max** 0

**S/U Only?** No

**Contact Type** Regularly Scheduled

**Weekly Contact Hours** 3

**Course Description** This course provides a managerial examination of full service food and beverage operations. It explores trends and innovations and broad range of subject areas that encompass the food and beverage market and its five main sectors – quick service, casual and fine dining, beverage and bar, institutional and catering.

**Prerequisites** Sophomore standing

**Co-requisites** N/A

**Rationale and Placement in Curriculum** There is a strong demand by students for this course, and is also a standard course within hospitality management degree programs. Upon approval, this course will be offered as an elective within the curriculum.

**Course Objectives**

- Classify the food and beverage industry, its segments and major players.
- Recognize and evaluate current trends in the food and beverage industry.
- Describe the managerial challenges in operating food and beverage operations in the different tourism, hospitality, event, recreation and event segments.
- Evaluate food and beverage management roles and responsibilities as related to employee productivity and guest and employee satisfaction.
- Define the concept of guest service and describe strategies that affect customer satisfaction.
- Reviewing the various components of the food and beverage product, including food service, beverage services, catering, banquets, delivery services, merchandising, front of the house services and back of the house support services.
- Develop analytical, critical thinking and creative management skills relevant to food and beverage operations and management.
- Compute, analyze, and interpret key performance measures and make decisions and planning for food service, beverage or catering operations.

- Demonstrate application of theory and concepts as they relate to the various responsibilities of a food or beverage manager.

**Course Textbook(s) and/or Other Assigned Reading** Davis, Lockwood, Alcott & Pentelidis (2015), Food and Beverage Management, 5th Edition, Routledge, NY.  
ISBN-10: 0080966705 or ISBN-13: 9780080966700

**Weekly Schedule of Topics** Week 1

Introduction to the Course, Instructor, Students, Canvas Site and Syllabus

Module 1 Introduction to Food and Beverage Management Assignment: Read syllabus, review Canvas site, take syllabus quiz, Post personal introduction video to canvas  
Assignments: Read Chapter 1, Perform Module 1 assignment, discussion, quiz 1.

Week 2

Module 2 Classifying Food and Drink Operations Assignments: Read Chapter 2, Perform Module 2 assignment, discussion, quiz 2.

Week 3

Module 3 Restaurants, Venues and Events – the Direct Market Assignments: Read Chapter 3, Perform Module 3 assignment, discussion, quiz 3.

Week 4

Module 4 Contract Foodservice, Travel and Public Sector Catering - the Indirect Market  
Assignments: Read Chapter 4, Perform Module 4 assignment, discussion, quiz 4.

Week 5

Module 5 Developing the Food and Beverage Concept Assignments: Read Chapter 5, Perform Module 5 assignment, discussion, quiz 5.

Take Exam #1 (Chap 1-5). Due 9/30

Week 6

Module 6 The Menu Assignments: Read Chapter 6, Perform Module 6 assignment, discussion, quiz 6

Week 7

Module 7 Purchasing, Storage and Inventory

Exam #1 Review Assignments: Read Chapter 7, Perform Module 7 assignment, discussion, quiz 7

Week 8

Module 8 Production and Service Assignments: Read Chapter 8, Perform Module 8 assignment, discussion, quiz 8.

Week 9

Module 9 Controlling the Operation Assignments: Read Chapter 9, Perform Module 9 assignment, discussion, quiz 9.

Take Exam #2 (Chap 6-9). Due 10/28

Week 10

Module 10 Leadership, Management and Staffing Assignments: Read Chapter 10, Perform Module 10 assignment, discussion, quiz 10.

Week 11

Module 11 Food and Beverage Marketing

Exam #2 Review Assignments: Read Chapter 11, Perform Module 11 assignment, discussion, quiz 11.

Week 12

Module 12 Managing Quality in Food and Beverage Operations Assignments: Read Chapter 16  
Perform Module 12 assignment and discussion.

Week 13

Module 13 F&B Trends and Developments Assignments: Read Chapter 13, Perform Module 13 assignment, discussion, quiz 13.

F&B Management Research Paper

Week 14

Module 14 Special Topics: Beverage and Bar Management Assignments: Read/watch assigned readings and videos

Week 15

Module 15: Food and Beverage International Trends

Exam #3 Prepare for Exam #3 (Chapters 10, 11, 12, 13)

Week 16

Exam #3 Review - Reading Days

**Links and Policies GRADING SCALE AND POLICY:** Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information please refer to the link to the undergraduate catalog web page <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

**ATTENDANCE, MAKE-UP EXAM AND ASSIGNMENT POLICY:** Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**TECHNICAL DIFFICULTIES AND UF HELP DESK:** Online access is your responsibility. If you experience trouble accessing the course or your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk.

- Help Desk advisors are usually available 24 hours per day 7 days per week and can be reached via message, email or phone. You must have your UF ID number handy when calling so they can assist you.
- Please email me immediately if you have any questions or trouble with the technology or content of the course. I will attempt to respond to your emails within 24 business hours of receipt. Please remember to include the course prefix and number in your emails and all correspondence must be presented in a professional manner.

**STUDENTS WITH DISABILITIES:** The Dean of Students Office provides individualized assistance for students with documented disabilities. Services are based upon student need and impact of their specific disability. There is no requirement for any student to self-identify as having a disability. Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. The Dean of Students Office determines what is and is not appropriate documentation. Examples of accommodations that are available to students include, but are not limited to, registration assistance, approval of reduced course load, course substitutions, classroom and examination accommodations, auxiliary learning aids, additional course drops when disability related, and assistance in other university activities. The designated coordinator for compliance with Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) is the Assistant Dean of Students responsible for Students with Disabilities Programs, P202 Peabody Hall, 392-1261 (Voice), or 392-3008 (TDD). <https://www.dso.ufl.edu/drc/>.

**THE UNIVERSITY OF FLORIDA "ACADEMIC INTEGRITY CODE":** UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class. For further information regarding the honor code at the University of Florida, you may also visit the website of the Dean of Students: <http://www.dso.ufl.edu/judicial/academic.php>

**EVALUATION OF INSTRUCTION:** "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>."

#### CAMPUS RESOURCES

**HEALTH AND WELLNESS U MATTER, WE CARE:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.

**DEAN OF STUDENTS OFFICE:** Do you need help resolving a conflict or would you like access to the

student code of conduct? Visit the Dean of Students site: <https://www.dso.ufl.edu/>

COUNSELING AND WELLNESS CENTER: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

SEXUAL ASSAULT RECOVERY SERVICES (SARS) Student Health Care Center, 392-1161.

UNIVERSITY POLICE DEPARTMENT, 392-1111 (or 9-1-1 for emergencies).  
<http://www.police.ufl.edu/>

#### ACADEMIC RESOURCES

ONLINE COMPUTING HELP DESK AND E-LEARNING SUPPORT SERVICES: E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu).  
<https://lss.at.ufl.edu/help.shtml>.

CAREER CONNECTIONS CENTER: Reitz Union, 392-1601.

LIBRARY SUPPORT: <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

POLICY ON COURSE SYLLABI: UF, Academic Affairs, February 8, 2016 Teaching Center, Broward Hall, 392-2010 or 392-6420.

GENERAL STUDY SKILLS AND TUTORING: <http://teachingcenter.ufl.edu/> Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

STUDENT COMPLAINTS CAMPUS: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

ON-LINE STUDENTS COMPLAINTS: <http://www.distance.ufl.edu/student-complaintprocess>

ADDITIONAL HELP: If you are having difficulty with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library:  
<http://www.uflib.ufl.edu/cm/hhp/hhp.html>. Or contact the sport, tourism and recreation subject librarian:  
<http://apps.uflib.ufl.edu/staffdir/SubjectSpecialist.aspx>.

**Grading Scheme** GRADING SCALE AND POLICY: Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information please refer to the link to the undergraduate catalog web page <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

A = 94-100	C+ = 77-79.99	D+ = 67-69.99
A- = 90-93.99	C = 74-76.99	D = 64-66.99
B+ = 87-89.99	C- = 70-73.99	D- = 60-63.99
B = 84-86.99	E = 0-59.99	
B = 80-83.99		

**Instructor(s)** To be determined.

## **HFT 3XXX Food and Beverage Management**

**COURSE REQUIREMENTS:** Students must successfully complete all major components as described in the course syllabus/schedule (e.g., readings, cases, assignments, quizzes, exams, project, papers, etc.) in order to pass the course. For the purpose of student recognition and class communications, students are asked to submit a video introduction and to canvas.

**QUIZZES:** There are thirteen (13) quizzes associated with the textbook readings, articles, videos and related materials. Each quiz is worth 10 points for a total of 130 points or 23% of the final grade.

**FOOD AND BEVERAGE DISCOVERY LEARNING EXERCISES:** There are thirteen (13) assignments associated with course content, case studies, video lectures, and readings. Each assignment is worth 10 points for a total of 130 points or 23% of the final grade.

**DISCUSSION BOARD PARTICIPATION ASSIGNMENTS:** There are ten (13) discussion board assignments associated with current trends and issues with the food and beverage industry. Each discussion is worth 5 points for a total of 65 points or 11% of the final grade.

**EXAMS:** This course has three exams. Each test may include a mix of true false, multiple choice and or short answer questions and problems. Each exam is worth 50 points for a total of 150 points or 24% of the final grade.

**RESEARCH PAPER:** Each student will research current trends of contemporary interest in the theme park and attraction industry and prepare a 3-4 page report describing the trend(s) and its relevance, impact and managerial challenge or opportunity. The report is worth 50 points or 8% of the final grade.

**FOOD AND BEVERAGE CONCEPT PROJECT:** Each student will research, create and deliver a restaurant or bar concept that would serve the tourism, hospitality, event, recreation or sport management sectors. The project would include the proposed concept name, location, theme, design, menu, service style, management and staffing, production, control and marketing. The concept report is worth 100 points for a total of 100 points or 17% of the final grade.

**METHODS OF EVALUATION:** The grade in this course will be computed as follows:

Assignment Point Value % of Grade

Quizzes (13 @ 10 points each) 130 points 21%

Application Assignments (13 @ 10 points each) 130 points 21%

Discussion Board Participation Assignments (13 @ 5 points each)

65 points 10%

Exams (3 @ 50 points) 150 points 24%

F&B Trends Research Paper 50 points 8%

F&B Concept Project Report (1 @ 100 points) 100 points 16%  
Total 625 points 100%

**GRADING SCALE AND POLICY:** Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information, please refer to the link to the undergraduate catalog web page <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

**A = 94-100**

**A- = 90-93**

**B+ = 87-89**

**B = 84-86**

**B = 80-83**

**C+ = 77-79**

**C = 74-76**

**C- = 70-73**

**D+ = 67-69**

**D = 64-66**

**D- = 60-63**

**F = 0-59**

Food and Beverage Management Group Project Grading Rubric – HFT 3XXX					
Percentage Scale:		0.00 – 69.49%	69.50 – 82.49%	82.50 – 89.49%	89.50 - 100%
	%	<b>Below Standard</b>	<b>Approaching Standard</b>	<b>At Standard</b>	<b>Exceeds Standard</b>
<p><b>Introduction, Concept Description and Background</b></p> <ul style="list-style-type: none"> <li>• Proper Cover Page, TOC</li> <li>• Effective executive summary</li> <li>• The concept is clearly introduced and background of your business provided - where did your idea come from, the genesis, company summary and ownership structure</li> <li>• The management, staffing and service was clearly defined and explained - your executive team, background and roles and responsibilities</li> <li>• Describes the business objectives - states want to accomplish as a business including, but not limited to, commonly used industry key performance measures, financial health, quality and service expectations, corporate social responsibility, etc.,</li> <li>• The company vision, mission and values statements are clearly defined and appropriate</li> </ul>	15%	<p>Shows little understanding and definition of the concept, management and organization, business strategy, objectives and guidance</p> <p>Executive summary missing or poorly constructed</p> <p>Offers few examples of proposed objectives and statements</p>	<p>Shows some understanding and definition of the concept, management and organization, business strategy, objectives and guidance</p> <p>Executive summary inadequate</p> <p>Offers some examples of proposed objectives and statements</p>	<p>Shows adequate understanding and definition of the concept, management and organization, business strategy objectives and guidance</p> <p>Executive summary adequate</p> <p>Offers adequate examples of proposed objectives and statements</p>	<p>Shows superior understanding and definition of the concept, management and organization, business strategy, objectives and guidance</p> <p>Effective Executive Summary</p> <p>Offers many examples of proposed objectives and statements</p>
<p><b>Products and Services Mix</b></p> <ul style="list-style-type: none"> <li>• The concept products and services mix is clearly and creatively defined and described</li> <li>• Clear description of the experience customers will have - the look, feel, culture, and climate, Images and context</li> <li>• Description of key amenities and attributes</li> </ul>	30%	<p>Shows little understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept</p>	<p>Shows some understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept</p>	<p>Shows adequate understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept</p>	<p>Shows adequate understanding, creativity and description of the product and services mix, customer experience, amenity and attribute mix of the concept</p>
<p><b>Target Markets, Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>• Target audiences are clearly defined and described</li> <li>• Rationale provided for the identification of key market segments and their descriptions.</li> <li>• Clear explanation of what each key audience/segment prefers in terms of products and services and reacts/responds to in terms of marketing efforts</li> <li>• Clear, but brief overview of a preliminary marketing, sales and distribution strategy</li> <li>• Offers a positioning idea/ statement and a brief outline of the marketing activities to be pursued in the sales and marketing of your business (i.e., 4-7 P's of marketing and specific tactic for advertising, web/online, promotion, PR, and distribution channel management.</li> </ul>	30 %	<p>Shows little understanding, creativity and description of target markets, marketing strategy, tactics and planning</p> <p>Offers few examples of proposed marketing efforts</p>	<p>Shows some understanding, creativity and description of target markets, marketing strategy, tactics and planning</p> <p>Offers some examples of proposed marketing efforts</p>	<p>Shows adequate understanding, creativity and description of target markets, marketing strategy, tactics and planning</p> <p>Offers adequate examples of proposed marketing efforts</p>	<p>Shows superior understanding, creativity and description of target markets, marketing strategy, tactics and planning</p> <p>Offers many examples of proposed marketing efforts</p>



<p><b><i>Proper organization, professional writing, logical flow of analysis and content and presentation</i></b></p> <ul style="list-style-type: none"> <li>Logically organized, key points, key arguments, and important criteria for evaluating the business logic easily identified and presented</li> <li>Key points were supported with a well thought out rationale based on applying specific revenue management concepts, theory and applications</li> <li>Proper grammar, spelling, punctuation, professional writing, clear low-text, easy to read PPT.</li> <li>Professional presentation deck with and clear delivery of content</li> <li>Proper bibliography (APA) and appendices</li> </ul>	<p>25%</p>	<p>Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was not provided</p> <p>Grammar, spelling, punctuation, professional writing,, delivery needs significant improvement</p>	<p>Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was somewhat provided</p> <p>Grammar, spelling, punctuation, professional writing, delivery needs some improvement</p>	<p>Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was adequate</p> <p>Grammar, spelling, punctuation, professional writing, delivery was adequate</p>	<p>Proper organization, professional writing/ PPT, logical flow of content and clear professional presentation was superior</p> <p>Grammar, spelling, punctuation, professional writing, delivery was superior</p>
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Name: \_\_\_\_\_ Date: \_\_\_\_\_ Grade: \_\_\_\_\_