



The Hebrew University of Jerusalem

Syllabus

FOOD AND BEVERAGE CONTROL - 65525

Last update 12-02-2022

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Hotel, Food & Tourism Management

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Chef Avner Niv

Coordinator Email: chefniv@yahoo.com

Coordinator Office Hours: by appointment

Teaching Staff:

Mr. Avner Niv

Course/Module description:

Understand the management principles of food and beverage department (Mzo"m) at large with a focus on operational stages of the cycle Mzo"m (F & B Cycle) standards and menu planning; purchasing; receiving merchandise; storage; issue; preparation; sale and feedback. Show the combined activities of the Director Mzo"m operates to raise the level of income with those of visiting Mzo"m, which makes for cost reduction. The course includes introductory chapters in several areas such as systems management Mzo"m and improved quality of service, serving theory, human resource management, marketing management wing Mzo"m.

Course/Module aims:

Recognize the concepts of food and beverage systems and how they work.
Describe the control system and management tools used in major operating systems of food and drinks.

Recognize the reasons for success / failure of the food and beverage business.

Learning outcomes - On successful completion of this module, students should be able to:

1. Familiarity with the concepts of food and beverage systems and how they work
2. Understanding of the review system
3. Administrative tools in the operation of large food and beverage
4. Understanding the causes of success / failure of a business in the beverage and food

Attendance requirements(%):

yes

Teaching arrangement and method of instruction: Lectures, individual studying

Course/Module Content:

Introduction to food and beverages
Food and manpower costs
Menu planning and menu planning
Menu management
Marketing and sale of alcoholic beverages and wine
Professional tour
Food and beverage audit
Personal look of the restaurant chef

Bar design - alcohol and beer
Coffee workshop
Menu presentations

Required Reading:

-

Additional Reading Material:

-

Dittmer, P. R. & Griffin G. (1994). *Principles of food, beverage and labor cost controls for hotels and restaurants*. 5th ed. New York: Van Nostrand Reinhold.

Jones, P. (1989). *Food and beverage control*. London: Hotel and Catering Training Board.

Virts, B. (1996). *Purchasing for hospitality operations*. East Lansing, Michigan: Educational Institute of AH&MA.

Alcohol : a social and cultural history /
Published 2006

Food and beverage cost control [electronic resource] /
by Dopson, Lea R. Published 2008

Food and beverage cost control [electronic resource] /
by Dopson, Lea R. Published 2008

Management of food and beverage operations : Revised ed. of Principles of food and beverage...

by Ninemeier, Jack D. Published 1995

Foodservice Management: Principles and Practices

(publisher) Pearson

(pyear) 2015

(edition) 13 rd edition

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 10 %

Project work 60 %

Assignments 15 %

Reports 0 %

Research project 0 %
Quizzes 15 %
Other 0 %

Additional information:
None