

**4**

**CREDITS**

## **Bachelor Module Guide**

# **Hospitality Service Management (HT12)**

### **Aims and Objectives of this module:**

- Provide students with a keen understanding of a range of current techniques and management strategies of relevance to international food and service management issues
- Enable students to evaluate the contribution of such techniques and strategies to operational effectiveness and efficiency within the International Hospitality Industry
- Appraise students of current issues and investment development relevant to the international food and service management sector.
- Speculate on the styles, trends, values, associated with food and service in a global context
- Appraise the relationship between brands and eating and drinking styles in different cultural contexts.
- Assess business and operational framework strategies of food and beverage supply, development and service
- Explore the ethical, societal values, anthropological debates pertaining to food and beverage in the wide environment of provision. Study the plethora of provision and the impact for future concepts
- Study the plethora of provision and the impact for future concepts.
- Evaluate the impact of celebrity status of food and beverage provision and its place in society
- Embrace world city environments for the delivery of food and beverage

<h1>Module Description</h1>		
Module Name	<b>Hospitality Service Management</b>	
Module Code	HT12	
Period	Year 2	Phase 2
Teacher	Annette Kappert - White	
Email address	annette.kappert@wittenborg.eu	
Prerequisite	Phase 1 related modules (HT) or equivalent	
Introduction	<p>In the hospitality sector there are two distinct areas of service management, the commercial and the non-commercial service sectors, mainly related to food services.</p> <p>This module will introduce students to the concepts of food service management, both at a corporate and an SME level</p>	
Goals	<ul style="list-style-type: none"> <li>• Provide students with a keen understanding of a range of current techniques and management strategies of relevance to international food and service management issues</li> <li>• Enable students to evaluate the contribution of such techniques and strategies to operational effectiveness and efficiency within the International Hospitality Industry</li> <li>• Appraise students of current issues and investment development relevant to the international food and service management sector.</li> <li>• Speculate on the styles, trends, values, associated with food and service in a global context</li> <li>• Appraise the relationship between brands and eating and drinking styles in different cultural contexts.</li> <li>• Assess business and operational framework strategies of food and beverage supply, development and service</li> <li>• Explore the ethical, societal values, anthropological debates pertaining to food and beverage in the wide environment of provision. Study the plethora of provision and the impact for future concepts</li> <li>• Study the plethora of provision and the impact for future concepts.</li> <li>• Evaluate the impact of celebrity status of food and beverage provision and its place in society</li> <li>• Embrace world city environments for the delivery of food and beverage</li> </ul>	
Content	<ul style="list-style-type: none"> <li>• Overview: Profit-Making (Commercial) Foodservices</li> <li>• Food and Beverage Operations in Hotels</li> <li>• Upscale Restaurants</li> <li>• Casual-Service (Midscale) Restaurants</li> <li>• Family-Service Restaurants</li> <li>• Quick-Service Restaurants</li> <li>• Off-Site Catering</li> <li>• Contract Management Companies in Noncommercial Foodservices</li> <li>• Foodservices in Educational Organizations</li> <li>• Dietary Services in Healthcare Facilities</li> <li>• The Business of Business and Industry Foodservices</li> <li>• Vending and Office Coffee Services</li> </ul>	

Instruction / Study Load	<p>24 Lesson hours              8 Preparation Lesson hours              20 Assignments / Homework hours              20 Exam and exam preparation hours              40 Literature (Depending on the length and difficulty of the book) hours</p> <p>The course uses 240 pages from the book(s) and journal articles where:</p> <ul style="list-style-type: none"> <li>• 140 pages easy reading and understanding material – 20 hours</li> <li>• 100 pages average reading and understanding material – 20 Hours</li> </ul> <p>Criteria:</p> <ul style="list-style-type: none"> <li>• Difficult reading and understanding material – 3 pages per hour</li> <li>• Average reading and understanding material – 5 pages per hour</li> <li>• Easy reading and understanding material – 7 pages per hour</li> </ul> <p><b>Total 112 Hours</b></p>
IBA Final Qualification Mapping	<p>Mapped with numbers 1,2,3,4,8,17 and 18</p> <p>See the EEG for further reference.</p>
Teaching Language	English
Teaching Methods	<ul style="list-style-type: none"> <li>- Classroom lecturing</li> <li>- Case study discussions</li> <li>- Feedback and presentation sessions</li> <li>- Video and film</li> <li>- Discussion sessions</li> <li>- Research Papers</li> </ul>
Module / Lecture and seminar status	Compulsory
Testing and assessment	<p>Written Examination (1)</p> <p>See the EEG for further reference.</p>
European Credits	4
Required literature	Hospitality operations – Careers in the World’s Greatest industry, Jack D. Ninemeier, Joe Purdue, 2005: ISBN 0-13-140777-5
Recommended literature	Ball S, Jones P, Kirk D and Lockwood A, 2003, Hospitality operations: a systems approach, London: Thomson Learning
Notes	

# Module Plan

<b>Module Name</b>	<b>Hospitality Service Management</b>
<b>Lesson 1</b>	
<b>Content</b>	<p><b>Overview: Profit-Making (Commercial) Foodservices</b>            Overview of Commercial Foodservices            Menu Planning: A Critical Foodservice Process            Other Foodservice Processes            Traits of Professional Food and Beverage Servers</p> <p><b>Food and Beverage Operations in Hotels</b>            Hotel Foodservices: Who Are the Guests?            Organization of Hotel Foodservices 1            Room-Service Operations            Hotel Banquet Operations            Alcoholic Beverage Service in Hotels</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Describe the basic types of commercial foodservices.</li> <li>• Discuss the marketing- and operations-related concerns that must be addressed as a menu is planned.</li> <li>• Review each process that must be managed in a comprehensive foodservices system after the menu has been planned</li> <li>• List traits of professional food and beverage servers.</li> <li>• Describe the guests served by hotel food and beverage operations.</li> <li>• Provide an overview of the way in which large and small hotel food and beverage operations are organized.</li> <li>• Discuss common room-service challenges and operating concerns.</li> <li>• Explain planning and operating challenges that confront hotel banquet departments.</li> <li>• Review special concerns about the service of alcoholic beverages in hotels.</li> </ul>
<b>Required Preparation</b>	Chapter 12
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 2</b>	
<b>Content</b>	<p><b>Upscale Restaurants</b>            A Close Look at Upscale Restaurants            Who Visits Upscale Restaurants?            Organization of Upscale Restaurants            Positions in Upscale Restaurants            Upscale Restaurants Are Unique</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Define the term upscale restaurant.</li> <li>• Describe the types of guests who visit upscale restaurants.</li> <li>• Describe how an upscale restaurant is organized for food preparation and foodservice activities.</li> <li>• Describe positions unique to upscale restaurants</li> <li>• Describe common ways that upscale restaurants differ from other segments</li> </ul>

	of the foodservice industry.
<b>Required Preparation</b>	Chapters 13 and 14
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 3</b>	
<b>Content</b>	<p><b>Casual-Service (Midscale) Restaurants</b>  Casual-Service Restaurants  The Restaurant Manager's Job  Guests of Casual-Service Restaurants  Menu Planning Considerations  Special Alcoholic Beverage Concerns  Career Progression in Casual-Service Restaurants  Challenges! Challenges!</p> <p><b>Family-Service Restaurants</b>  Family Service: Unique Commercial Dining  Family-Service Restaurant Guests  Organizational Structure of a Family-Service Restaurant  Buffet Services: Special Operating Procedures  Challenges Confronting Family-Service Restaurant Managers</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Review characteristics of a casual-service restaurant.</li> <li>• Discuss the role of the manager in a casual-service restaurant.</li> <li>• Describe the types of guests who visit casual-service restaurants.</li> <li>• Explain menu planning considerations applicable to casual-service restaurants.</li> <li>• Discuss special concerns about the service of alcoholic beverages in casual-service restaurants.</li> <li>• Consider career progression alternatives within the casual-service restaurant segment.</li> <li>• Provide examples of long- and short-term challenges confronting casual-service restaurants.</li> <li>• State factors that make family-service restaurants a unique segment of the restaurant industry.</li> <li>• Describe the types of guests who most frequently visit family-service restaurants.</li> <li>• Draw an organization chart for a family-service restaurant.</li> <li>• Review special operating procedures for buffet services in family-service restaurants.</li> <li>• Identify current and long-term challenges that confront managers of family-service restaurants</li> </ul>
<b>Required Preparation</b>	Chapters 15 and 16
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 4</b>	
<b>Content</b>	

	<p><b>Quick-Service Restaurants</b> Who Visits QSRs? Organization Charts for QSRs Career Opportunities Day-to-Day Operating Concerns Challenges! Challenges!</p> <p><b>Off-Site Catering</b> Who Does Commercial Catering? Who Utilizes Off-Site Caterers? A Close Look at Catering Operations Putting It All Together: An Off-Site Catered Event Staffing the Catering Business All About Off-Site Catering Locations</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Describe the types of guests who visit quick-service restaurants (QSRs).</li> <li>• Review the organization of quick-service restaurants.</li> <li>• Provide information about career opportunities in quick-service restaurants.</li> <li>• Explain day-to-day operating issues of concern to quick-service restaurant managers.</li> <li>• Discuss basic challenges confronting the quick-service restaurant segment.</li> <li>• Describe the range of businesses that offer commercial catering.</li> <li>• Review the primary markets for off-site catering.</li> <li>• Explain basic operating procedures used by caterers and mobile-unit caterers.</li> <li>• Provide a sequential overview of activities necessary for a successful catered event.</li> <li>• Review common positions in catering organizations</li> <li>• Discuss specific concerns about the locations for off-site catered events.</li> </ul>
<b>Required Preparation</b>	Chapter 17 and 18
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b><i>Lesson 5</i></b>	
<b>Content</b>	<p><b>Contract Management Companies</b> in Noncommercial Foodservices Which Foodservice Management Alternative Is Preferred? A Win-Win Relationship Is Needed RISING STAR PROF1LE: ERIC LOYALL The Contract Management Decision The Foodservice Liaison Managing the Management Contract</p> <p><b>Foodservices in Educational Organizations</b> Foodservices in Postsecondary Schools Organization of Postsecondary Foodservices Special Management and Operating Concerns Unique Positions in Postsecondary Foodservices Challenges for Postsecondary School Foodservices Foodservices in Elementary and Secondary Schools</p>

	<p>Organization of Elementary and Secondary School Foodservices          Factors Affecting Elementary and Secondary School Foodservices          Unique Management Positions          Challenges Confronting Elementary and Secondary School Foodservices</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Recognize that the preferred foodservice management alternative (self-operated or contract management company-operated) must be determined on a by-situation basis.</li> <li>• Explain that a win-win relationship between the sponsoring organization and the contract management company is needed.</li> <li>• Outline basic steps in the decision-making process to select and utilize a contract management company.</li> <li>• Describe the role of a foodservice liaison.</li> <li>• Note the importance of and types of communication between the sponsoring organization and the contract management company.</li> <li>• Review the variety of foodservices offered in postsecondary schools.</li> <li>• Outline a typical organization chart for small and large postsecondary foodservice operations.</li> <li>• Describe factors that affect the management and operation of postsecondary school foodservices.</li> <li>• Discuss positions unique to postsecondary school foodservices.</li> <li>• Explain current challenges confronting administrators of postsecondary school foodservices.</li> <li>• Review a typical organization of an elementary and secondary school foodservice program.</li> <li>• Discuss factors that affect the management of elementary and secondary school foodservices.</li> <li>• Describe management positions unique to elementary and secondary school foodservices</li> <li>• Explain current challenges confronting administrators of elementary and secondary school foodservices.</li> </ul>
<b>Required Preparation</b>	Chapter 19
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 6</b>	
<b>Content</b>	<p><b>Dietary Services in Healthcare Facilities</b>          Goals of Healthcare Foodservices          Organization of Dietary Services          A Close Look at Unique Positions          Emphasis on Nutrition          Food Transport Systems          Challenges! Challenges!</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• State common goals of dietary programs in healthcare facilities.</li> <li>• Describe the organization of dietary services in a hospital and nursing home.</li> <li>• Review job duties of selected positions unique to healthcare dietary services.</li> </ul>

	<ul style="list-style-type: none"> <li>• Present tools and tactics used to assure that patients and residents receive meals that meet prescribed nutritional requirements.</li> <li>• Explain basics steps in systems used to transport food within the healthcare facility.</li> <li>• Discuss challenges confronting dietary service managers in healthcare facilities.</li> </ul>
<b>Required Preparation</b>	Chapter 20
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 7</b>	
<b>Content</b>	<p><b>The Business of Business and Industry</b>          Foodservices          All About Business and Industry Foodservices          Financial Goals of Business and Industry Foodservice Operations          Business and Industry Foodservice Alternatives          Organization of Business and Industry Foodservices          Challenges Confronting Business and Industry Foodservices          Management Companies Face Unique Challenges</p>
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Provide an overview of the business and industry foodservice segment with an emphasis on what it is and why it is important.</li> <li>• Review alternative financial goals of business and industry foodservice operations.</li> <li>• Explore the range of foodservice alternatives offered in business and industry foodservices.</li> <li>• Review the organization of management positions in business and industry foodservice operations.</li> <li>• Review challenges applicable to foodservice managers in business and industry organizations.</li> <li>• Explain unique challenges faced by contract management companies operating business and industry foodservices.</li> </ul>
<b>Required Preparation</b>	Chapter 21
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.
<b>Lesson 8</b>	
<b>Content</b>	<p><b>Vending and Office Coffee Services</b>          Why Vended Services?          Advantages and Disadvantages of Vended Services          Organizational Structure of Vending Operations          Behind the Scenes of Vending Operations          Route Managers and Route Drivers Service Vending Accounts          Modern Vending Equipment          Vending Technology</p>



<b>Aims</b>	<ul style="list-style-type: none"> <li>• Explain why organizations utilize vended services.</li> <li>• Discuss the advantages and disadvantages of using vending services.</li> <li>• Outline the organizational chart for a large vending company.</li> <li>• Explain basic behind-the-scenes activities that occur at a vending organization.</li> <li>• Review the roles and responsibilities of route managers and route drivers in delivering vended services.</li> <li>• List the types of vending machines available to dispense food and beverage products</li> <li>• Suggest how technology can assist vending managers to make their operations more cost effective.</li> </ul>
<b>Required Preparation</b>	All chapters review.
<b>Tasks (self-study / homework)</b>	In class given assignments and homework.

## Module Evaluation Plan

<b>Module Name</b>			
<b>Hospitality Service Management</b>			
	Block	Type of Evaluation	% Weight of Final Module Mark
Evaluation 1	2	Written Examination	100%
<b>Total mark required for pass 5.5</b>			Total must equal 100%
<p><b><u>Short explanation</u></b>            There is a short description of this in the Education Guide under Examinations and Evaluation leading to EC Credits.</p> <p>Content of the exam covers the topics that have been given in the module plan.</p> <p><b><u>Teacher explanation:</u></b></p>			
Final mark required for pass:5.5			
<p>Notes:</p> <p><b><i>Required Attendance of 75 % of the lecture. If students miss more than 1 lesson in a block of 4 weeks, they can be barred from taking the exam at the Exam week, and will be required to wait until the re-sit at the following block Exam week. After this, the next opportunity will be the following year.</i></b></p>			