

Course title: Food & Beverage Management	Credits* 5	Course code
Type of the course	Assessment:	
Lecture X	<u>Essay to be submitted by a set day</u>	
Seminar X	<u>Participation in classroom exercises and field</u>	
Practice	<u>visit in a group in one or two types of restaurant</u>	
Semester: 1		
Course availability: Autumn		
Language of instruction: English		
Prerequisites: None		
Type of the course: Compulsory		
Course schedule: http://www.kodolanyi.hu/neptun/		
<p>Course objectives: This course covers the growth and progress of the restaurant industry. Topics include tourism, restaurants, food and banquet service and bars. The Definition of F&B is large meaning, therefore it is important to discover all kind of food and beverage in a restaurant or a hotel industry. In fact, in all restaurant F&B section is the heart of the gastronomy. Upon completion, students should be able to demonstrate an understanding of the background, context, and career opportunities that exist within the restaurant industry.</p> <p>Learning outcomes: In general, discuss and analyze the key factors responsible for the growth and development of international hospitality and restaurant industry.</p> <p>Knowledge: Describe the current trends and challenges faced by the hospitality and restaurant industry, in the context of global economic, environmental and other social concerns.</p> <p>Skills: Discuss classifications and describe the different types of international restaurant development</p> <p>Attitudes: Identify possible career paths for F&B graduates with an emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.</p> <p>General competences: Discuss the importance of effective leadership and management and the characteristics of effective leaders in the hospitality industry.</p> <p>Foreign language competences Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.</p> <ol style="list-style-type: none"> 1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning. 2. Can express ideas fluently and spontaneously without much obvious searching for expressions. 3. Can use language flexibly and effectively for social, academic and professional purposes. 		

4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

Teaching methods:

Lectures, team activities, group presentations

Requirements:

- Participation: Discussions with the lecturer and other students during the course, and active participation. (25%)
- Homework assignments: Students will be given homework assignments connected to topics discussed in class or readings. (25%)
- Final essay: A few weeks into the semester, students will choose their observation focus of F&B management, such as marketing, design, human resources, financial etc. Then students will write and present a review of their topic including a general review and its international characteristics. (50%)

Full-time study (workload according to credits*): 5ECTS:

Students will be evaluated on their performance in the following areas:

- focusing on theories,
- class discussions,
- student's presentation performance - critique to classmates' presentations,
- summarize the feedbacks of the lectures.

Assessment & Grading:

- Assessment criteria of classroom contribution: relevance of comments, clarity of ideas and arguments, quality of verbal communication, interaction with others.
- Assessment criteria of group presentation: logic of arguments, theoretical and professional content, the complexity of the approach, quality of verbal communication, use of professional vocabulary, visual and structural characteristics of presentation (PowerPoint, Swan, Prezi).
- Assessment criteria of final essay: originality, individual interpretation. The essay will not be accepted if it contains plagiarized material.

Fail: The student achieved less than 51% based on the total result of the assignments or did not submit two or more assignments by the deadline.

Pass: The student achieved between 51-61% based on the total result of the assignments, or achieved a higher result, but did not submit one of the assignments by the deadline.

Satisfactory: The student achieved between 62-74% based on the total result of the assignments.

Good: The student achieved between 75-85% based on the total result of the assignments.

Excellent: The student achieved between 86-100% based on the total result of the assignments.

Department/faculty responsible for the course: Department of Interdisciplinary International Studies

Required average students' working hours (number of credits multiplied by 30):

30 contact hours

150 working hours.

Individual assignments: -

Course leader: Dr Martin Zsarnoczky

Lecturers: Dr Martin Zsarnoczky