

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	1DHT02
Course Title	:	Introduction to Food and Beverage Service - I
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	No prior knowledge or experience is required for this course. It is designed for newcomers to the field who have a passion for the hospitality industry and an interest in food and beverage service. Basic communication skills and a positive attitude are recommended to make the most out of this introductory course.
Course Objective	:	To provide students with a foundational understanding of the hospitality industry and develop their skills and knowledge in the fundamental principles and techniques of food and beverage service. By the end of the course, students will be equipped with the necessary competencies to deliver quality customer service, apply basic service techniques, demonstrate menu knowledge, uphold professionalism, and ensure operational efficiency and safety in food service establishments.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Outline the key components of the hospitality industry and describe the roles and responsibilities of food and beverage service personnel
	CO2	Demonstrate basic food and beverage service techniques, such as table setting, order-taking, and tray service
	CO3	Evaluate different types of menus, design and plan menus effectively, accommodate special dietary requirements and allergies, and demonstrate food and beverage service presentation techniques
	CO4	Apply effective communication, interpersonal skills, and conflict resolution techniques to provide excellent customer service in a food and beverage service setting
	CO5	Describe different restaurant service styles, understand reservation management, operate point-of-sale systems, and implement health and safety practices in a food service establishment

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	SEE	CIA	SEE	CIA	
3	0	4	5	70	30	30	20	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Introduction to the Hospitality Industry Chapter 1: Overview of the Hospitality Industry Chapter 2: Roles and Responsibilities in Food and Beverage Service Chapter 3: Types of Food and Beverage Service Establishments Chapter 4: Introduction to Customer Service in Hospitality	8	18%	CO1
2	Basic Food and Beverage Service Techniques Chapter 5: Table Setting and Napkin Folding Chapter 6: Basic Food and Beverage Service Equipment and Utensils Chapter 7: Order-Taking and Delivery Techniques Chapter 8: Tray Service and Clearing Techniques	10	22%	CO2
3	Menu Knowledge and Service Chapter 9: Types of Menus and Menu Layout Chapter 10: Introduction to Menu Planning and Design Chapter 11: Special Dietary Requirements and Allergies in Food Service Chapter 12: Food and Beverage Service Presentation Techniques	9	20%	CO3
4	Effective Customer Service Chapter 13: Communication and Interpersonal Skills in Food Service Chapter 14: Dealing with Difficult Customers and Conflict Resolution Chapter 15: Service Recovery Techniques	10	22%	CO4

	Chapter 16: Professionalism and Etiquette in Food Service			
5	Food Service Operations and Safety Chapter 17: Introduction to Restaurant Service Styles Chapter 18: Reservation Management Basics Chapter 19: Point-of-Sale Systems and Billing Procedures Chapter 20: Health and Safety Practices in Food Service	8	18%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested List of Practicums

Sr. No.	Name of Practicum	Teaching Hours
1	Table Setting and Napkin Folding: Demonstrate and practice various table setting arrangements, including proper placement of utensils, glassware, and table linens. Teach and allow students to practice different napkin folding techniques.	4
2	Order-Taking and Delivery Techniques: Conduct role-playing exercises where students take turns acting as customers and servers. Provide opportunities for students to practice taking orders accurately, presenting specials, and delivering orders professionally.	6
3	Tray Service and Clearing Techniques: Teach and practice tray service techniques, including carrying and serving trays with dishes and beverages. Demonstrate efficient clearing techniques for tables during and after service.	4
4	Menu Planning and Design: Guide students in understanding the principles of menu planning and design. Assign projects where students create their own menus, considering factors such as target audience, theme, and pricing.	8

5	<p>Special Dietary Requirements and Allergies in Food Service:</p> <p>Provide hands-on training on handling special dietary requirements and allergies in food service.</p> <p>Conduct activities where students learn to identify common allergens, accommodate dietary restrictions, and communicate effectively with customers regarding their specific needs.</p>	6
6	<p>Food and Beverage Service Presentation Techniques:</p> <p>Teach students techniques for presenting food and beverages in an appealing and professional manner.</p> <p>Organize practical sessions where students practice plating, garnishing, and beverage presentation techniques.</p>	6
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8	<p>Dealing with Difficult Customers and Conflict Resolution:</p> <p>Provide scenarios and case studies to help students develop skills in managing difficult customer situations and resolving conflicts.</p> <p>Facilitate discussions and role-playing exercises to practice effective strategies for defusing tense situations.</p>	6
9	<p>Service Recovery Techniques:</p> <p>Teach students strategies for service recovery and turning negative experiences into positive ones.</p> <p>Engage in simulated scenarios where students practice handling customer complaints and providing appropriate solutions.</p>	6
10	<p>Health and Safety Practices in Food Service:</p> <p>Conduct practical sessions focused on hygiene and safety practices in a food service environment.</p> <p>Demonstrate proper food handling, storage, and sanitation procedures, as well as emergency response protocols.</p>	4

Suggested Learning Websites

Sr. No.	Name of Website
1	www.restaurant.org
2	sha.cornell.edu/admissions-programs/undergraduate/hotel.html
3	www.servsafe.com
4	www.foodbeverageinsider.com
5	www.ted.com/topics/food-and-beverage
6	www.ciachef.edu

Reference Books

Sr. No.	Name of Reference Books
1	"Food and Beverage Service: A Training Manual" by Sudhir Andrews (Publisher: Tata McGraw-Hill Education)
2	"Professional Food and Beverage Service" by Chandri Bhat and Sandeep Mukherjee (Publisher: Pearson Education India)
3	"Food and Beverage Service: A Complete Guide" by John Cousins, Dennis Lillicrap, and Suzanne Weekes (Publisher: Hodder Education)
4	"Food and Beverage Service: Training Manual" by Peter Hempenstall (Publisher: Cengage Learning)
5	"Food and Beverage Service: For Levels 1 and 2" by John Cousins, Andrew Pennington, and David Foskett (Publisher: Hodder Education)
6	"Food and Beverage Service Training Manual" by Hotelier Tanji (Publisher: Independently published)