



ESOGÜ Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Food and Beverage Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
III	2	2	0	3	5	CORE (X) ELECTIVE ()	Türkçe
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number		Percentage (%)		
	I. Mid-Term						
	II. Mid-Term						
	Quiz						
	Homework		1		40		
	Project						
	Report						
Other (.....)							
FINAL EXAM				1		60	
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		The course content covers the basis of the management process in food and beverage operations, examining all aspects of organization, marketing, menus, cost and pricing, production, service, employees and current trends.					
COURSE OBJECTIVES		This course is intended to give students an understanding of the foundation of the management process in food and beverage operations. To ensure the development of students in the field by examining all aspects of food and beverage operations, organization, marketing, menus, cost and pricing, production, service, employees and current trends.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING		It enables students to gain knowledge about the banquet organizations held in tourism enterprises, especially the food and beverage department, which is one of the most important departments of tourism enterprises, and the flow of all these issues, thus equipping them in terms of business management.					
COURSE OUTCOMES		Will be able to define the characteristics of the food and beverage industry and its consumers, Explain the production planning and production systems in hotel kitchens, Explain the purchasing process and storage process.					
TEXTBOOK(S)		Yiyecek ve İçecek Yönetimi Kurtuluş Karamustafa Yiyecek İçecek Hizmetleri Yönetimi Nilüfer Koçak Yiyecek ve İçecek Hizmetleri Yönetimi Adnan Türksoy					
SUPPORTIVE RESOURCES		Ziyafet Organizasyonu ve Yönetimi Yaşar Yılmaz Yiyecek İçecek İşletmelerinde Maliyet Kontrol Mehmet Sarıışık					

EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Development and Importance of the Food and Beverage Industry
2	Dining Experience
3	The Idea, Feasibility and Investment Decision of Establishing a Food and Beverage Business
4	Menu Planning and Analysis in Food and Beverage Businesses.
5	Purchasing, Receiving and Storage in Food and Beverage Businesses
6	Production and Service in Food and Beverage Businesses
7	Cost Control in Food and Beverage Businesses
8	Managerial and Organizational Structure in Food and Beverage Businesses
9	Marketing in Food and Beverage Businesses
10	Pricing and Revenue Management in Food and Beverage Businesses
11	Banquet Affairs and Meeting Management in Food and Beverage Businesses
12	Current Trends in the Food and Beverage Industry
13	Occupational Health and Safety in Food and Beverage Businesses
14	Applications and General Evaluation in Food and Beverage Businesses
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.			X
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	
1: Few 2: Partially 3: Many				

Instructor Name :