



# MAG 433 Food and Beverage Management

Summer 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## **COURSE OBJECTIVES**

This is an advanced course designed for senior-level students seeking a comprehensive understanding of the intricate aspects involved in managing diverse cuisines, cultures, and human resources within the food and beverage industry. The course modules are presented on different service and operation themes in context of managing a food and beverage operation: Operational challenges, Controlling System in F & B, Deigning and creativity in functions with excellence human resource management, emphasizing effective management strategies for different ethnic foods and cultural nuances.

Upon completion of this course, students will be able to:

1. Analyze and evaluate management practices in the food and beverage industry across various cultures.
2. Develop strategies for effectively managing and promoting diverse cuisines.
3. Understand the role of human resources management in the food and beverage sector.
4. Apply principles of leadership and motivation in the context of restaurant and culinary management.

## **PREREQUISITES**

MAG 289 Food Service Management

## **GRADING**

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

<b>ITEM</b>	<b>POINTS</b>
Assignments	20 Points



Quiz	5 Points
Presentation	15 Points
Midterm Exam	30 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### **Required Texts:**

Bobby George & Sandeep Chatterjee, *Food & Beverage Service and Management*, 2008, Jaico Publishing House.

### **Recommended (Optional) Texts or Other Materials:**

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: Global Culinary Landscape Topic 2: Cross-Cultural Culinary Management Topic 3: Ethnic Food Marketing and Promotion Topic 4: Human Resources Management in Food Industry <b>Assessments:</b> Assignment # 1
Module 2	<b>Topics:</b> Topic 5: Employee Motivation in Culinary Settings Topic 6: Leadership Styles in Culinary Management Topic 7: Crisis Management in the Food and Beverage Industry Topic 8: Sustainability in Culinary Operations <b>Assessments:</b> Quiz



Module 3	<b>Topics:</b> Topic 9: Technology Integration in Food Service Topic 10: Quality Control and Assurance in Culinary Operations Topic 11: Financial Management in the Food and Beverage Sector Topic 12: Legal and Regulatory Compliance in the Food Industry <b>Assessments:</b> Assignment # 2 Midterm Exam
Module 4	<b>Topics:</b> Topic 13: Innovation in Menu Development Topic 14: Customer Service Excellence in Restaurants Topic 15: Wine and Beverage Management Topic 16: Dining Trends and Forecasting <b>Assessments:</b> Presentation
Module 5	<b>Topics:</b> Topic 17: Global Supply Chain Management in Culinary Operations Topic 18: Event Catering and Banquet Management Topic 19: Social Media and Branding for Culinary Businesses Topic 20: Future Trends in Food and Beverage Management <b>Assessments:</b> Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a



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learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.