



蘇州大學  
Soochow University

# MAG 534 Contemporary Food and Beverage

## Management

Summer 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

### COURSE OBJECTIVES

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This advanced course delves deeply into the intricate relationships between theoretical frameworks and practical applications within the realm of food, beverage, and catering management. With a comprehensive approach, students will critically analyze and evaluate various management issues pertinent to the industry, incorporating contemporary perspectives and emerging trends. Through a blend of theoretical discourse, case studies, and practical exercises, students will develop a nuanced understanding of the multifaceted challenges and opportunities inherent in modern food service operations.

Upon Completion of this Course, students will be able to:

1. Analyze and evaluate management issues within the context of ethnic and cultural food practices, considering their impact on business operations and consumer experiences.
2. Assess environmental considerations for promoting sustainability within the food and beverage industry.
3. Examine human resource administration strategies specific to the food, beverage, and catering sectors.
4. Critically examine ethical dilemmas and decision-making processes in food service operations, including issues related to sourcing, food safety, and social responsibility.



## PREREQUISITES

MAG 289 Food Service Management

## GRADING

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

ITEM	POINTS
2 Quizzes	20 Points
2 Essays	20 Points
2 Labs	10 Points
Midterm	20 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:**

1. Bernard Davis; Andrew Lockwood, *Food and Beverage Management*, 6th Edition, Routledge, 2018.
2. Kapoor, Bharat, *Environmental Sustainability in the Food Industry*, 1st Edition, CRC Press, 2023.

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

None

## COURSE TOPICS

MODULE	TASKS
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Module 1	<p><b>Topics:</b>  Topic 1: Culinary Diplomacy and Cultural Exchange  Topic 2: Cultural Sensitivity in Menu Development  Topic 3: Diplomatic Protocol in Food and Dining  Topic 4: Global Gastronomy and Cultural Identity</p> <p><b>Assessments:</b>  Quiz#1</p>
Module 2	<p><b>Topics:</b>  Topic 5: Food Security and Global Supply Chains  Topic 6: Water Scarcity and Sustainable Agriculture  Topic 7: Agroecology and Sustainable Farming Practices  Topic 8: Biodiversity Conservation in Food Systems</p> <p><b>Assessments:</b>  Quiz#2  Lab#1: Global Food Resilience Institute</p>
Module 3	<p><b>Topics:</b>  Topic 9: Strategic Human Resource Management  Topic 10: Workplace Diversity, Equity, and Inclusion (DEI) in HR Practices  Topic 11: Agile HR Practices and Organizational Agility  Topic 12: HR Compliance and Ethical Considerations</p> <p><b>Assessments:</b>  Midterm  Lab#2: Human Capital Innovation Center</p>
Module 4	<p><b>Topics:</b>  Topic 13: Sustainable Procurement and Supply Chain Management  Topic 14: Nutritional Standards and Dietary Guidelines  Topic 15: Hazard Analysis and Critical Control Points (HACCP) systems  Topic 16: Service Management Excellence: Enhancing Customer Experience</p> <p><b>Assessments:</b>  Essay#1</p>
Module 5	<p><b>Topics:</b>  Topic 17: Contract Foodservice, Travel And Public Sector Catering  Topic 18: Customer Relationship Management (CRM) Platforms and Personalization  Topic 19: Data Analytics and Predictive Modeling in Service Optimization  Topic 20: Circular Economy Approaches to Food Waste</p> <p><b>Assessments:</b>  Final Exam  Essay#2</p>



## **ATTENDANCE**

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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**

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- 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**

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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 (eg., note taking, reading course documents).



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