

OTHM Individual Certificate in Food and Beverage Management

Background

This course introduces the student to the art and craft required in the food and beverage industry. It is designed for those student who are 18 and over, who want to work in the industry and acquire knowledge and an understanding to facilitate career progression. The course is also suitable for individuals that have some industry experience, but no formal qualifications.

Aims and Objectives

The course aims to provide participants with:

- An understanding of various outlets within the food and beverage industry.
- An insight into the various types of service on offer to customers.
- Understand the use and differences of equipment that will be used.
- An understanding of why good communication and numeracy skills are so important.
- A recognition of the importance of appearance of the person and the venue.
- An understanding of menu knowledge importance in order to promoting products and or services.
- Purchasing, storage and profit information.
- Information on the service sequence and the meal experience in order to give the WOW factor. The importance of life long fans.
- An understanding of the legislation relevant to both the food and the drinks industry.

Learning Outcomes

At the end of the course, students will be able to:

- Identify various food and beverage outlets and their style of service.
- Describe the importance of personal attention to customers and detail.
- List differences in customer expectations in a variety of outlets and explain how this affects the industry.
- Describe in house and location service and the problems inherent with them.
- Describe the importance of purchasing.
- Understand the legal requirements of the industry.

Aims, Objectives and Learning Outcomes

Knowledge and Skill Requirements

By the end of the course, students should be able to:

1. Explain and understand the types of outlets. – (15%)
 - On site and off site catering.
 - In house and take away.
 - Fast food and dining.
 - Service offered at different outlets.
 - Customer requirements for different types of food and beverage.
2. Understand staffing – (20%)
 - Requirements
 - Attributes, appearance and communication.
 - Importance of menu knowledge.
 - Describe bar staff knowledge required.
3. Importance of appearance of the bar and dining area. – (20%)
 - Laying tables and items required.
 - Seating, taking orders.
 - Serving, clearing.
 - Beverages during the meal also before and after.
4. Customer satisfaction – (30%)
 - The dining experience.
 - Expectations met or fallen short
 - Cost of finding customers.
5. Profitability – (15%)
 - Purchasing
 - Stock control, rotation.
 - Costing, gross and net profit.