

SYLLABUS

OTHM Food and Beverage Management Certificate

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.

SYLLABUS

Knowledge and Skill Requirements

By the end of the module students should be able to:

1. An Introduction to Food and Beverage Management

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

- Contrast different styles of operations
- Discuss types of markets available
- Explain the difference of various sectors
- Show the variables that impact on F & B
- Show the benefit of a good meal experience
- Differentiate between good and poor customer outcomes

2. Service and Types of Venue

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

- Compare types of customer and their spending styles
- Contrast the difference of styles of establishments
- Show the sequence of service and the relevance of this in the smooth running of the establishment

3. Personnel in Food & Beverage

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

- Compare and contrast the duties of staff delivering food and those delivering beverages
- Discuss the importance of the appearance and behaviour of staff to the benefit or detriment of the establishment

4. Equipment, layout & systems required in operating a venue

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

- Equate the equipment that belongs to each section
- Discuss the duties of the staff in each section
- Discuss the bar and its specifications

5. Vending, Ambience & Menus

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

- Contrast benefits and disadvantages of automatic vending
- Compare and contrast the use of industrial furniture
- Explain the various tableware required
- Compile a good menu

6. Understanding and Managing Beverages

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

- Compare various blends and types of tea and coffee
- Prepare a suitable wine list for a specific type of meal
- Discuss and explain beers and ciders
- Know the alcoholic content of wines, spirits and liqueurs

SYLLABUS

7. Service Sequence and Understanding Customer Needs and Expectations

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

- Compare the benefits of good skills in the industry and how these impact on the customer
- Contrast different types of service to suit specific/ specialised needs
- Understand the importance of customer care
- Understand the need for having a customer care policy and establishing customer satisfaction
- Understand the benefits of providing quality service

8. Understanding and using marketing, advertising and merchandising

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

- Show the importance of function catering
- Demonstrate how function catering should be undertaken
- Explain the problems with outside catering
- Explain the types and styles of exterior catering
- Contrast the ways of managing different types of function

9. Managing a Catering Event and Outside Suppliers

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

- Show the importance of function catering
- Demonstrate how function catering should be undertaken
- Explain the problems with outside catering
- Explain the types and styles of exterior catering
- Contrast the ways of managing different types of function

10. Controls, Legal Aspects, Budgeting and Inventory

- At the end of the session, students will be able to:
- Explain the legal aspects of F&B
- Contrast good control against the effects of poor control
- Show the importance of well trained staff
- Understand the basis of budgeting and inventory/ stock control

Assessment 1 – 100%

Written examination