

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Course:** TS185 Introduction to Food & Beverage Management

**Effective Semester / Session:** SPRING 2025

**Type of Action:**

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

**Course Alpha and Number:** TS185

**Course Title:** Introduction to Food and Beverage Management

**Reason for initiating, revising, or canceling:**

To update the course to reflect changes in the Purpose, Course Catalog Description, Textbook, Course Outline, Student Learning Outcomes, and Assessment Measures of Student Learning Outcomes.

Yunzi Zhang 

3/31/2025

**Proposer**

**Date**

Barbara C. Hunter

  
Barbara Hunter (Mar 31, 2025 09:47 GMT+10)

Mar 31, 2025

**Academic Unit Head**

**Date**

  
Adam Walsh

11/24/2024

**Language & Format Review Specialist**

**Date**

Yunzi Zhang

  
Yunzi Zhang (Mar 31, 2025 09:56 GMT+10)

Mar 31, 2025

**Academic Council Chair**

**Date**

Lorraine C. Maui

  
Lorraine Maui (Mar 30, 2025 19:13 CDT)

Mar 30, 2025

**Interim Dean of Academic Programs & Services**

**Date**

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**Course:** TS185 Introduction to Food & Beverage Management

### 1. Department

School of Business

### 2. Purpose

The Food and Beverage Management course offers a comprehensive exploration of the industry, focusing on essential aspects of managing dining establishments. Students learn about menu design, cost control, and operational efficiency, emphasizing the importance of creating exceptional customer experiences. The curriculum covers key topics such as inventory management, food safety regulations, and marketing strategies tailored to the food and beverage sector. Students develop critical skills in foodservice leadership and problem-solving related to the local and regional culinary cultural conditions. By the end of the course, participants will be equipped to navigate the challenges of food and beverage management in today's dynamic hospitality landscape.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

Required:

Davis, B., Lockwood, A., Pantelidis, I. & Alcott, P. (2018). *Food and Beverage Management*, 6<sup>th</sup> edition. Routledge.

Other scholarly papers and trade publications will be assigned throughout the course by the instructor.

Recommended:

Boussard, S. (2021). *Food and Beverage Management in the Luxury Hotel Industry*, 1st edition. Business Expert Press.

#### B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

#### C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

#### D. Catalog Course Description

This course offers a comprehensive exploration of the principles and practices of food and beverage management within the hospitality industry. Students will examine the integral role of food and beverage services in creating memorable guest experiences while focusing on operational efficiency, quality control, and profitability. Key topics include menu planning and design, cost control, inventory

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management, and the importance of customer service. Students will also explore current trends in the industry, such as sustainability, technology integration, and the impact of global cuisine. The course also emphasizes food entrepreneurship in the Northern Marianas Islands context. Prerequisite: TS103. (Offered Spring)

### **E. Degree or Certificate Requirements Met by Course**

This course is required for the A.A.S. in Hospitality Management and the Certificate of Completion in Hospitality Operations.

### **F. Course Activities and Design**

The course incorporates short lectures, discussions, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, and other related instructional activities.

### **4. Course Prerequisite(s); Concurrent Course Enrollment**

Prerequisites: TS103

Concurrent Course Enrollment: None

### **Required English/Mathematics Proficiency Level(s)**

English Placement Level: EN095

Mathematics Placement Level: None

### **5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary.

Needed instructional resources required for this course include: internet, white board and markers, multimedia projector and screen, and access to scholarly articles in tourism research.

### **6. Method of Evaluation**

Student learning will be evaluated based on group activities, homework, midterm and final exams. NMC's grading and attendance policies will be followed.

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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Overview of Food Service Industry
  - 1.1 Commercial and noncommercial food services
  - 1.2 The scope of food and beverage operations
  - 1.3 Management structures of restaurant businesses
- 2.0 Organization in the Food Service Industry
  - 2.1 Production inputs
  - 2.2 Levels of management
  - 2.3 Responsibilities of service and production positions
- 3.0 Restaurants & Events—the Direct Market
  - 3.1 Classifications of food and beverage service operations
  - 3.2 Restaurant concept development
  - 3.3 Feasibility study and business plan
  - 3.4 Menu engineering and pricing
- 4.0 Contract Foodservice & Catering
  - 4.1 Foodservice for hospitals, schools, and other institutions
  - 4.2 Sustainability in institutional foodservice
- 5.0 Foodservice Quality & Safety
  - 5.1 The purchasing procedure
  - 5.2 Considerations for storing and issuing food
  - 5.3 Supplier relationship management
  - 5.4 Food safety and sanitation regulations
  - 5.5 The planning of food service facilities
  - 5.6 Quality control in foodservice workflows
- 6.0 Personnel Management in Foodservice
  - 6.1 Recruitment, retention, and training of staff
  - 6.2 Legal and political forces in the American restaurant workflow
- 7.0 Food & Beverage Marketing
  - 7.1 Service operations as a daily marketing platform
  - 7.2 Advertising and public relations
  - 7.3 Digital marketing for traditional and nontraditional foodservice models
- 8.0 World Culinary Cultures
  - 8.1 Geography, climate, and history on culinary practices
  - 8.2 Cooking techniques and ingredients of various culinary traditions

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8.3 Immigration and culinary development in the U.S.

9.0 Trends & Developments in Global Food & Beverage Services

9.1 The rise of fusion cuisine

9.2 Indigenous and traditional food movements

9.3 Ethical and environmental trends

9.4 The changing consumer demands and trends

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### **8. Instructional Goals**

The course will introduce students to:

- 1.0 The difference between commercial and noncommercial food and beverage services;
- 2.0 The responsibilities of managerial, production, and service positions in food and beverage operations;
- 3.0 The planning and development process of food and beverage businesses;
- 4.0 The social responsibility of food and beverage services in promoting healthy eating in society;
- 5.0 The elements and functions of menu design and their influence on consumer food choice;
- 6.0 The importance of standard recipes in food cost calculation;
- 7.0 The principles of the flow of food during food production;
- 8.0 Various positive practices to deliver quality food service;
- 9.0 Financial statements used in food and beverage operations; and
- 10.0 Principles of restaurant development.

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**9. Student Learning Outcomes**

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

- 1.0 Identify strategies to enhance the customer experience in food and beverage businesses through service quality and guest satisfaction;
- 2.0 Describe the responsibilities of managerial, production, and service positions in food and beverage operations;
- 3.0 Explain food and beverage cost control methods, including budgeting, inventory management, and pricing strategies;
- 4.0 Describe food safety regulations and sanitation standards in the U.S. and their implications for food and beverage operations;
- 5.0 Explain best practices for workflow optimization and foodservice staff management;
- 6.0 Develop effective marketing plans for food and beverage services with traditional and new media methods.

**10. Assessment Measures of Student Learning Outcomes**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Group Activities;
- 2.0 Research Reports;
- 3.0 Reflection Essays; and
- 4.0 Midterm and Final Examinations