

Liverpool John Moores University

Title: Hospitality Operations 2
Status: Definitive
Code: **5506FDTTEF** (117931)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City of Liverpool College

Team	Leader
Rob Stanford	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 83
Total Learning Hours: 240 **Private Study:** 157

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	28
Practical	20
Seminar	14
Tutorial	21

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio		60	
Presentation	Present		40	

Aims

This module enables learners to develop practical management skills in key areas of Food and Beverage Management, developing and promoting products profitably. The development will occur through practical application of appropriate theory in a management context.

This module also examines the operational elements that comprise the front office,

and how these are deployed by management to maximize both occupancy and room revenue. The module provides the learner with an appreciation of the role of the front office as the nerve centre of customer activity with network communication links with other department.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and evaluate how an operation manages food and beverage
- 2 Investigate practical elements of accommodation management and demonstrate how they are applied

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio 3500 Words	1
Presentation / Finance	2

Outline Syllabus

Using case studies, many of which can be tailored to individual learners work in industry, a valuable degree of practical financial acumen will be developed. Theoretical academic knowledge of marketing principles and product development will provide the basis from which to produce a practical food and beverage promotion and a food and beverage business plan. The delivery of this module can be integrated with other modules, such as kitchen management or event management. It is necessary for the learner to understand the nature of the services provided by the rooms division, but the central focus of this module and their evidence is the aspects of planning and managing the division and the different areas of knowledge, skills and understanding that contribute to effective management and business effectiveness. Much evidence may be accumulated through work experience.

Learning Activities

This module is delivered through the application of formal input from a series of lectures. Students will implement and evaluate a food and beverage promotion. Visiting guest speakers from industry, ideally general managers, existing food and beverage managers and executive chefs, will enhance the learning experience, adding currency and vocational relevance and encouraging creativity and innovation especially in the area of product development and their promotion. A practical approach should be adopted to investigate the range of services provided by the rooms division of hospitality operations. Learners will benefit from exposure to a rooms division operation, ideally during their period of work experience or by visiting a large hospitality rooms division operation. This unit will also benefit from external speakers such as a front office manager or hotel general manager. Learners

need to analyse the factors that contribute to the effective management and business performance for both the front of house area and the accommodation services function. They also need to develop their understanding of techniques used to maximize and measure occupancy and room revenue.

Notes

The module combines academic studies with practical application in a food and beverage and accommodation management in the workplace. It is important that learners have the opportunity to put what is learned into practice in a work environment, and evaluate the outcomes of these practical activities.