

## Liverpool John Moores University

Title: International Food and Beverage Management  
Status: Definitive  
Code: **5506SSLNLC** (122666)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 40

**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	25
Seminar	15

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio (4,500 words)	100	

### Aims

*To enable students to develop practical management skills in key areas of international food and beverage management, developing and promoting products profitably. The module will also discuss the cultural dimensions of international food and beverage management*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss relevant factors that affect international food and beverage management
- 2 Explain the intercultural dimensions of international food and beverage management
- 3 Demonstrate qualities and skills in order to take personal responsibilities and decisions in the workplace context
- 4 Communicate accurately and reliably to audiences using appropriate methods

### **Learning Outcomes of Assessments**

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

Portfolio	1	2	3	4
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### **Outline Syllabus**

*This module is delivered through the application of formal input from a series of lectures in a practical work environment. Visiting guest speakers from industry, 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. Practical skills development include; plan/organise/evaluate a Food and Beverage Event. Design/produce F & B literature. Management of the F & B event also includes staffing and promotion, service and making practical decisions.*

### **Learning Activities**

The module will be delivered through lectures, seminars, individual work, group work and visits to various food and beverage providers. Case Studies will be an integral part of the course.

### **Notes**

Portfolio components required are: learning agreement, business plan focusing on the food and beverage operation within the placement organisation and identification of opportunities for its development.