

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: CUL 134 **Credits:** 5

Course Title: Food and Beverage Service Management

Course Description:

Provides a conceptual and technical framework for managing the service of meals in a variety of commercial settings. Studies the integration of production and service delivery, guest contact dynamics, reservations management, and point-of-sale technology systems. Lecture 2 hours. Laboratory 3 hours. Total 5 hours per week. 5 credits

General Course Purpose:

This course is intended to bridge the gap between back of the house operations and front of the house operations; which addresses industry trends of open kitchens and guest-to-associate intentional interactions.

Course Prerequisites/Corequisites:

None.

Course Objectives:

Upon completing the course, the student will be able to:

- Demonstrate appropriate service behaviors for a variety of guest types;
- Provide reasonable accommodations for guests with disabling conditions;
- Manage space and capacity, including use of reservations systems;
- Program point-of-sale technology for service;
- Enter and settle point-of-sale transactions;
- Generate and use point-of-sale reports for service management;
- Describe the scope and usage of service mise en place;
- Manage and execute in-room dining service;
- Manage and execute banquet dining service;
- Manage and execute restaurant dining service;
- Provide responsible service of alcoholic and non-alcoholic beverages;
- Demonstrate English service technique;
- Demonstrate American service technique;
- Demonstrate Russian service technique; and
- Demonstrate continental service technique.

Major Topics to be Included:

- Quality service as measured by customer expectations
- Effective and efficient usage of resources
- Application of technology for transaction management
- Mise en place
- Dynamics of food and beverage service in a variety of dining environments

Effective Date/Updated: August 1, 2024