



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Hotel Management and Catering Technology

Level: Under Graduate

Branch: Hotel Management & Catering Technology and Hospitality
and Tourism Administration

Course / Subject Code: BH04000051

Course / Subject Name : Food and Beverage Control

| | |
|-------------------------|-------------|
| w. e. f. Academic Year: | 2025-26 |
| Semester: | 4 |
| Category of the Course: | Core Course |

| | |
|----------------------|--|
| Prerequisite: | Students should possess a basic knowledge of food service operations, costing principles and financial planning for better understanding of this syllabus. |
| Rationale: | The goal of this syllabus is to give students the foundational knowledge and operational control skills needed to run successful food and beverage service businesses that prioritize increased revenue, better customer experience, and cost effectiveness. |

Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes |
|----|---|
| 01 | Describe the organization, responsibilities, and coordination required for efficient control of operations in food and beverage service outlets. |
| 02 | Utilize menu engineering concepts to improve food and beverage control, assess performance, and optimize pricing for higher profitability. |
| 03 | Use financial planning and management tools to establish goals, regulate expenses, analyze profitability, and limit financial risks. |
| 04 | Implement effective human resource tactics to boost recruiting, reduce turnover, and develop employee abilities for better food and beverage control. |
| 05 | Improve customer satisfaction, operational control, and service efficiency in food and beverage service outlets by using information systems |

Teaching and Examination Scheme:

| Teaching Scheme (in Hours) | | | Total Credits L+T+ (PR/2) | Assessment Pattern and Marks | | | | Total Marks |
|-------------------------------|---|----|------------------------------|------------------------------|-------------|----------------------|---------|----------------|
| L | T | PR | C | Theory | | Tutorial / Practical | | |
| | | | | ESE (E) | PA / CA (M) | PA/CA (I) | ESE (V) | |
| 3 | 0 | 0 | 3 | 70 | 30 | 50 | 0 | 150 |



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Course Content:

| Unit No. | Content | No. of Hours | % of Weightage |
|----------|--|--------------|----------------|
| 1. | Food and Beverage Service Systems: Organizational Structure and Operational Control Concept of food and Beverage service system Control Mechanisms in F&B Service Systems Key Performance Indicators (KPIs) in F&B Service Operations Control Costs and Analysis in F&B Service Control Food and Beverage Control Cycle Budget and Budgetary Control Service Outlet Layout and Staff Roles in F&B Service Control Interdepartmental Coordination and Moment of Truth Briefing and debriefing for service efficiency and control | 12 | 20% |
| 2. | Menu Engineering for Effective Food & Beverage Control Definition (What is Menu Engineering) Relationship Between Menu Engineering and Food and Beverage Control Types of Menu and How to Evaluate Menu Performance Menu Engineering Process Menu Pricing Strategies Fundamentals of Menu Designing Promotional Strategies | 12 | 20% |
| 3. | Financial Planning & Management for Food and Beverage Control Role of Financial Planning in Food and Beverage Control Setting Targets Role of Break Even Analysis Budgeting Strategies for financial stability and cost control Managing Financial Risk | 6 | 20% |



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| 4. | Human Resource Management for Food and Beverage Control Efficiency Importance of human resource in service Recruitment strategies for operational efficiency Reducing employee turnover for operational stability Up skilling Staff for Operational efficiency | 5 | 20% |
| 5. | Managing Information Systems for F&B Control Introduction to Information Systems <ul style="list-style-type: none">• Stores: Inventory Tracking Systems and Cost Control• Bar Control• Contactless Payments for Operational Efficiency and Revenue Growth• E-Reservation/Table Management Systems and Seat Turnover Efficiency• CRM/Guest Satisfaction Monitoring system and superior customer experience Future Trends in Information Systems Successful Implementation of Information Systems: Case Studies of Reputed Food Service Outlets | 10 | 20% |
| Total | | 45 | 100 |

Suggested Specification Table with Marks (Theory):

| Distribution of Theory Marks | | | | | |
|------------------------------|---------|---------|---------|---------|---------|
| R Level | U Level | A Level | N Level | E Level | C Level |
| 15 | 20 | 20 | 15 | 15 | 15 |

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) Books:

- Food and Beverage Service, Dennis Lillicrap & John Cousins
- Menu Engineering: A Practical Guide to Menu Analysis, Kasavanna, Donald
- Principles of Food, Beverage, and Labour Cost Controls – Paul R. Dittmer & J. Desmond Keefe
- Human Resource Management in the Hospitality Industry – Michael J. Boella & Steven Goss-Turner
- Restaurant Operations Management: Principles and Practices, Jack Ninemeier, David Hayes
- Food and Beverage Cost Control, Lea R. Dopson & David K. Hayes
- The Restaurant Manager's Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation, Douglas Robert Brown
- Bar and Beverage Book, Costas Katsigris, Marry Porter
- Cooking for Profit: Catering and Food Service Management, Alice Bradley
- Delivering the Digital Restaurant: Your Roadmap to the Future of Food, Meredith Sandland and Carl Orsbourn
- R Singaravelavan, (Latest Edition), *Food & Beverage Services*, OUPIndia, Latest Edition

(b) Open source software and website:

- <https://www.hospitalitynet.org/>
- <https://www.restaurant.org/>
- International Journal of Hospitality Management
- Journal of Foodservice Business Research
- <https://www.fb101.com/>
- www.ihmnotes.in
- www.totalfoodservice.com
- tigerhospitality.com