

Department of Liberal Education
Era University, Lucknow
Course Outline
Effective From: 2023-24

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)			Year/ Semester:	3rd / 6th
Course Name	Food Service Management	Course Code:	NH306	Type:	Theory
Credits	04			Total Sessions Hours:	60 Hours
Evaluation Spread	Internal Continuous Assessment:	50 Marks		End Term Exam:	50 Marks
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative	<input type="radio"/> Life Skill	
Course Objectives	The course fulfills the following objectives: <ol style="list-style-type: none"> To provide students with a firm understanding of Food Service Management, Specifically: Preparing students to pursue challenging careers as managers in the dynamic and growing health care and food service industry. 				
Course Outcomes(CO): <i>After the successful course completion, learners will develop following attributes:.</i>					
Course Outcome (CO)	Attributes				
CO1	Demonstrate the role of customer service in food industry.				
CO2	Apply management skills needed in a food service production.				
CO3	Explain the service requirements of food service.				
CO4	Develop a food and beverage concept.				
Pedagogy	Interactive, discussion-bases, student-centered, presentation.				
Internal Evaluation Mode	Mid-term Examination: 20 Marks Activity: 10 Marks Class test: 05 Marks Online Test/Objective Test: 05 Marks Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic			Hours	Mapped CO
Unit 1	Introduction to Food Service Systems: Evolution of the Food service industry, Importance and meaning of food service institution, Characteristics of the various types of food service units. Food Service Management: Definition, principles and tools of management Activity: Preparation and planning of different types of cuisine.			15	CO1

Unit 2	Approaches to Management: Theories of Management Activity: visit to any food industry	15	CO2, CO4
Unit 3	Management of Resources: Finance, Space & Equipment, Material, Staff, Time and Energy. Cost Accounting / Analysis: Food cost analysis. Activity: Power point presentation on cost accounting	15	CO3
Unit 4	Marketing and Sales Management: Marketing strategies, Sales analysis, Market Promotion. Quality Assurance: Food quality, Total quality management. Activity: Market survey and preparation of project report	15	CO4

CO-PO and PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1					2			2	2			1	
CO2	2								3	1			1	
CO3	2		2			1			1				1	1
CO4	2					2			3	2			1	

Strong contribution-3, Average contribution-2, Low contribution-1,

Suggested Readings:

Text- Books	<p>Note: A reading material will be provided by the faculty member well in time.</p> <ul style="list-style-type: none"> West. B.B. Wood L., Harger, V.F. (1977) Food Service Institutions, John Wiley and sons, Inc., New York, V Ed. <i>Sethi, Mohin</i>, Institutional Food Management, 2004. Payne – Palacio, J. Harger, U., Shugart, G. and Thesis, M Wests and Woods (1994) – ‘Introduction to Food Service’ Macmillan Publishing Co., New York.
Reference Books	<ul style="list-style-type: none"> <i>Sethi, Mohini, Catering Management :An Integrated Approach, 2015.</i> P.N. Reddy, S.S. Gulshan. Principles of Business Organization and Management. Eurasia Publishing House, Ramnagar New Delhi. R. Kotos and B. Davis., (1979) ‘Food Cost Control’ printed in Great Britain by Billing and Son. Ltd.
Para Text	<p>Unit 1:</p> <p>https://www.youtube.com/watch?v=S9LdLYabyQo</p> <p>https://www.youtube.com/watch?v=mGcOzwZN2sI</p> <p>Unit 2:</p> <p>https://www.youtube.com/watch?v=Ubx9KtUOQtI</p> <p>https://www.youtube.com/watch?v=UQGZUcHhnXY</p> <p>Unit 3:</p> <p>https://www.youtube.com/watch?v=6CUgRutpHKA</p> <p>https://www.youtube.com/watch?v=mKjBJU6Dk8</p>

Unit4: https://www.youtube.com/watch?v=MPZgEJMS97o https://www.youtube.com/watch?v=k4L1NCqWU0I https://www.youtube.com/watch?v=elg3Cdct8Eo		
Recapitulation & Examination Pattern		
Internal Continuous Assessment:		
Component	Marks	Pattern
Mid Semester	20	Section A: Contains 10 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 0.5 mark . Section B: Contains 07 descriptive questions out of which 05 questions are to be attempted. Each question carries 03 marks .
Activity	10	Will be decided by subject teacher.
Class Test	05	Contains 05 descriptive questions . Each question carries 01 mark.
Online Test/ Objective Test	05	Contains 10 multiple choice questions . Each question carries 0.5 mark.
Assignment/ Presentation	05	Assignment to be made on topics and instruction given by subject teacher.
Attendance	05	As per policy.
Total Marks	50	

Course created by: **Dr. Shazia Fatima**
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Signature:

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Signature:

