

<b>Module code</b>	LHM402	<b>Level</b>	4
<b>Module title</b>	Food and Beverage Concepts		
<b>Status</b>	Core		
<b>Teaching Period</b>	Autumn		
<b>Courses on which the module is taught</b>	BA (Hons) Luxury Hospitality Management		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips</b>	This course will involve compulsory visits to various locations around London to explore the industry in action.		
<b>Additional costs</b>	None		
<b>Content notes</b>	Part of this course involves tasting and dealing with age restricted alcoholic beverages. Underage students will be exposed to but not allowed to consume these beverages. The consumption of these beverages can also be considered objectional to certain belief systems, students will never be required to consume alcohol, however they will be instructed about its history and use in the hospitality industry.		

## 1. Module description

This module serves as an introduction to the luxury hospitality business, focusing specifically on the realm of food and beverage. Through this module, you will gain a comprehensive understanding of various aspects including business practices, analysis methodologies, food hygiene standards, and market strategies pertinent to the industry. By delving into these areas, you will learn how to effectively analyse market trends, develop strategic plans, and maintain high standards of food hygiene and safety. Moreover, you will explore the intricacies of delivering exceptional dining experiences in luxury settings, honing your skills in customer service, menu planning, and culinary innovation. Through a blend of theoretical knowledge and practical applications, this module will prepare you to excel in the dynamic and competitive landscape of luxury hospitality food and beverage operations.

## 2. Learning Outcomes

*Upon successful completion of this module, you will be able to:*

### **Communication (MLO5)**

Communicate about products and services at a standard appropriate in a luxury hospitality environment.

### **Discipline Knowledge (MLO7)**

Explain the principles of food service, beverage service, food & beverage product knowledge and food hygiene in the context of a luxury hospitality environment.

### **Discipline Skills (MLO8)**

Use proper service technique for food and beverage at a standard appropriate for a luxury hospitality environment.

**Human & Environmental Impact (RLO10)**

Explore the impact of food handling, time & temperature control and food hygiene on the highest standards of safety and guest experience.

**3. Learning and teaching methods, and reasonable adjustments**

In this module, you will engage in a multifaceted learning experience through practical sessions, lectures, sight visits, and workshops. Practical sessions provide hands-on experience in various aspects of hospitality operations, while lectures offer theoretical foundations and industry insights. Sight visits to renowned luxury establishments allow you to observe operations first-hand and gain insights into best practices, while workshops focus on developing specific skills and competencies essential for luxury hospitality management. By integrating these diverse teaching methods, you will be equipped with the skills, knowledge, and mindset needed to excel in delivering exceptional service and creating memorable guest experiences in the luxury hospitality industry.

Learning hours			200
Directed learning			
Workshops/classes/ Seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

**4. Assessments and weighting, reasonable adjustment, and feedback methods****Assessment component 1: Plan**

**Weight:** 30%

**Word Count or Equivalent:** Minimum 600 Words, Maximum 850 Words or equivalent

Successful completion of this assessment demonstrates understanding and ability to prepare for certifications required in an operational setting. The creation of a plan of preparatory materials which will demonstrate subject matter knowledge crucial to achieving certifications pertinent to Manual Handling/Hazard Analysis and Critical Control Points (HACCP), responsible alcohol service, allergen management, and nutritional guidelines adherence.

**Assessment component 2: Practical Demonstration**

**Weighting:** 70%

**Word Count or Equivalent:** A minimum 5-minute or equivalent, maximum 8-minute or equivalent.

You will be expected to prepare and execute a demonstration of a specific hospitality technique. Students will choose their topic, plan and execute a specific service element or technique.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks:

Assessment components	MLO5	MLO7	MLO8	MLO10
Plan		X		X
Practical Demonstration	X	X	X	X

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Reasonable adjustments for the assessments will be confirmed with students that have a support plan in place.

## 5. Indicative resources

Garrett, J. and Evans, B. (2016) *Beer school: A Crash Course in Craft Beer (Craft Beer Gift)*. Mango.

Lane, C. (2014) *The cultivation of taste: Chefs and the Organization of Fine Dining*. Oxford University Press.

Meyer, S., Schmid, E. and Spühler, C. (1991) *Professional table service*. New York, NY : V.N. Reinhold.

Meyer, D. (2006) *Setting the table: The Transforming Power of Hospitality in Business*. Harper Collins.

Puckette, M. and Hammack, J. (2015) *Wine folly: The Essential Guide to Wine*. Avery.

Reddicliffe, S. (2022) *The New York Times Essential Book of Cocktails (Second Edition): Over 400 Classic Drink Recipes With Great Writing from The New York Times*. Simon and Schuster.

Sprenger, R.A. (2017) *Food safety handbook*.