

MODULE DESCRIPTION

Module Title	Food & Beverage Service on a Cruise Ship				
Module Code	CSH-118				
Module Type	Compulsory				
Level	Certificate				
Year/Semester	Year 1/Semester 2				
Instructor's Name					
ECTS	7	Lectures/week	2 academic hours	Laboratories/week	3 academic hours
Module Overview	<p>Aim & Objectives: This module covers the fundamentals of food and beverage service, as it applies in cruise operations. The focus of the module is to develop the necessary knowledge, skills and attitude on food and beverage service. Students completing this module should be able to work in a cruise restaurant/bar operation and to be able to achieve customer satisfaction.</p>				
Learning Outcomes	<p>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> ▪ Identify the organizational structure and characteristics of food and beverage service operations, including the labor force and working conditions. ▪ Describe food and beverage service knowledge; identify product information needed to describe food and beverage items; outline guidelines for matching food and beverages. ▪ Identify common service techniques, restaurant services, and styles. ▪ Recognize the markets served by the cruise sectors of the industry and their needs. ▪ Identify the range of policies and business objectives of the various sectors and discuss how these affect the methods adopted. ▪ Interpret the demand of the sectors for food and drinks to be provided as well as other services. ▪ Explain how to plan and design facilities required for food and beverage operations. ▪ Discuss the technical methods and processes and recognize production and service processes and methods available to the caterer. ▪ Analyze the guest's needs and recommend beverages to match the food chosen by the guests. 				

Prerequisites	N/A	
Module Content	<ul style="list-style-type: none"> ▪ Introduction – Types of foodservice operations and the organizational structure on a cruise ship ▪ Sectors of foodservice industry on cruise lines ▪ Food and beverage service methods ▪ Common bartending supplies and tools-clearing-billing methods ▪ Specialized forms of service ▪ Hygiene and safety ▪ Regulations and Policies ▪ Menu planning basics ▪ Principles of menu development ▪ Measurement of standard food/ beverage costs and purchasing ▪ Non-alcoholic dispense bar beverages - Tea – Coffee ▪ Wine and drinks list – Cocktails – Bitters – Wine ▪ Matching food and drinks– Testing and serving of wine 	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	<ul style="list-style-type: none"> ▪ Yadar, M. K. (2020) Food and Beverage Services & Operations. I.K. International Publishing House. ▪ Lillicrap, D. R., Cousins, J. & Weekes, S. (2014) Food and Beverage. Hodder Education.
	Recommended	<ul style="list-style-type: none"> ▪ Arduser, L. & Brown, D. R. (2004) The Waiter & Waitress and Wait Staff Training Handbook: A Complete Guide to the Proper Steps in Service for Food & Beverage Employees. Atlantic Publishing Company. ▪ Dowling, R. K. (2017) Cruise Ship Tourism. 2nd edition, CABI.
Language of Instruction	English	
Assessment	1. Written Reports (25%):	

- **Organisational Structure Analysis:** students will be assigned to write essays or reports describing the organisational structure and characteristics of food and beverage service operations on cruise ships. They should also discuss labor force dynamics and working conditions.

or

- **Product Knowledge Assessment:** written tests or quizzes to evaluate students' understanding of food and beverage product information, including descriptions, pairing guidelines, and menu knowledge.

2. Practical Assessments (25%):

- **Service Techniques Demonstration:** practical sessions where students demonstrate common service techniques, such as table setting, wine service, and guest interaction. Assess their proficiency and professionalism in executing these techniques. (To take place at the College's Restaurant and Kitchen Laboratories)
- **Menu Planning Exercise:** students will be tasked with designing sample menus for different markets served by the cruise industry, considering factors like demographics, dietary preferences, and cultural considerations.

3. Case Study Analysis (15%):

- Students will be asked to present case studies depicting scenarios related to food and beverage service on cruise ships. Students will be asked to analyse these cases, identify relevant policies and business objectives, and propose strategies to meet guest demands while adhering to industry standards.

4. Group Projects (20%):

- Group projects where students collaborate to plan and design food and beverage facilities for a hypothetical cruise ship. They must consider space constraints, traffic flow, kitchen layout, and guest experience factors in their designs.

5. Simulations (15%):

- Simulations of food and beverage service operations, where students role-play as service staff and guests. Students will be assessed for their ability to interpret guest needs, recommend beverages, and provide a high level of service in a simulated environment.

THE PASSING MARK FOR EACH MODULE IS 50/100

Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
	71 - 75	
	66 - 70	
Satisfactory	61 - 65	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
	56 - 60	
	50 - 55	
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the

		brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.
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