

NATIONAL OPEN UNIVERSITY OF NIGERIA

HCM 303



**Food Service and
Professionalism
Course Guide**

HCM303 Food Service and Professionalism Course Guide

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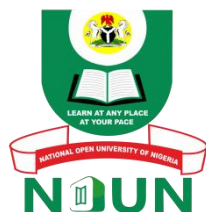
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Introduction

HCM 303: Food Service and Professionalism is a semester course work of two credit units. It will be available to all students, taking the B.Sc Programme in the School of Business and Human Resource Management.

This course of 11 units involves Food Service and Professionalism as an aspect of Hospitality degree programme. It is necessary the hotel, restaurant, pub houses etc reasons to circumvent management problems, incompetence in the product presentation and service delivery treating guest as king thereby reducing complaints.

The course guide tells you what the course HCM 303 is all about, the materials you will be using and how to make the best use of the materials to ensure success. Other information that contained in the course includes how to make use of your time and the information on the tutor marked assignment.

There will be tutorial classes. Full details concerning the tutorial classes will be conveyed to you at the appropriate time.

What You Will Learn in this Course

The course contents consist of the objectives, benefit and challenges facing Food Service and Professionalism. It analyses the various service procedures for different occasions and the equipment used in the Food Service industry. It also discussed the environmental analysis, purchase and storage of items required in the industry.

Course Aims

The aim of this course is to further expose you to food service and professionalism, menu planning and service procedures as well as budget preparation.

The course will help you to appreciate Food Service and Professionalism. It is important to all the service industry at national and international levels. As you will see in some of the units you will learn how to achieve the follows: qualitative product and service delivery, meeting guest ever- growing needs, wants and desires while reducing complaints. You will also be exposed to how to achieve good response from your guests, increase productivity and profitability.

The aim will be achieved by:

- Explaining what Food and Profession stands for
- Identifying the importance of employing professionalism
- Understanding Menu and different styles of service for different occasions and different customers.
- Understand the significance of staff and their attitude in the food service organizations

Course Objectives

At the end of this course, you should be able to:

The objectives of this course are to expose you to hospitality sales and marketing. By the end of this course you should be able to:

- Understand the meaning of Food service and professionalism.
- Explain the importance of rendering food service operation in the hospitality industry
- Learn to know the various sectors that deal with food service operation in the hospitality industry.
- Have the understanding of what factors constitute good service quality in the food service sector
- Assess performance and construct alternative approaches for the future for the continuous survival of the industry.

Course Materials

The Course Guide
Study Units
Textbooks
The Assignment File

Study Units

There are 11 units of this course which you should study carefully:

Module 1

Unit 1 Introduction to food service and professionalism
Unit 2 Purchasing, Selection and Storage of Food Service items
Unit 3 Environmental Analysis: Factors affecting food service operation
Unit 4 Measuring Service Quality in the hospitality industry

Module 2

Unit 1 Menu & Classification of Service
Unit 2 Planning and Service procedure
Unit 3 Food Service Equipment
Unit 4 Role of Human Resources Management in the Food service Organisation

Module 3

Unit 1 Food Service Marketing
Unit 2 Finance, Budgeting and Cost control for the Food Service business
Unit 3 Modern trends affecting the hospitality industry and the future of Food Service organisations

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The first four units are tailored to deal with and explain the concept of Food Service and Professionalism; the nature of service industry and how it affects the hospitality sector. The environmental analysis is also discussed.

The fifth to eighth units discusses menu planning, classification of service, importance of equipment and human resource management.

The last three units discuss marketing and the importance of budgeting and cost control in the food service industry. It finally makes recommendation of how to keep abreast with the ever-growing demands of the clientele.

Each study will take at least two hours and it includes the introduction, objectives, main content, exercise, conclusion, summary and references.

Others are tutor marked questions.

You are expected to study the materials and do all exercises. Some of the exercises will necessitate your visiting some organizations such as: hotels, restaurants, fast food restaurants, pubs, coffee shops etc. You are advised to do so in order to observe and appreciate this course and find out what techniques are adopted by different organizations for successful operation.

There are also textbooks, under references and further readings. They will provide you with additional information. Practice the tutor-marked questions for additional practice and greater understanding. By so doing you will achieve the stated learning objectives.

The Assignment File

There will be an assignment in each unit. The exercises are tailored to help you have a full understanding of the course. Practice these assignments carefully, it will help you assess the course critically consequently increasing your knowledge of the course.

Tutor-Marked Assignment

In doing the tutor-marked assignments, you should apply what you have learnt in the content of the study units.

These assignments are expected to be turned in to your tutor for grading. They constitute 30% of the total score.

Final Examination and Grading

At the end of the course, you will write an examination. It will attract the remaining 70%. This makes the total final score to be 100%.

Summary

HCM 303: This course, Food Service and Professionalism further shows you the challenges, objectives and benefits of the hospitality industry. It defines food service and analyses how to meet and exceed the needs of customers by rendering professional service. Finally, the importance of cost control and budgeting is also explained.

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At the successful completion of this course, you would have learnt how to render qualitative service delivery and giving customer good value for their money.

Good luck.