

## MODULE TOU3030: FOOD SERVICE OPERATIONS

**Level:** Advanced

**Theme:** Food

**Prerequisite:** None

**Module Description:** Students relate trends and issues in food service to industry activity, design food service strategies, and present a marketing or venture plan for a food service business.

**Module Parameters:** No specialized equipment or facilities.

**Note:** It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

### Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>identify trends and issues in food service, and relate these to industry activity</li> <li>analyze, through research, food service marketing strategies</li> <li>prepare food service business strategies to satisfy customer expectations</li> <li>identify and describe various employment and business opportunities in food service</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a <b>portfolio</b> that includes:               <ul style="list-style-type: none"> <li>discussion needs in the food service sector</li> <li>an analysis of an issue or trend in the food service sector</li> <li>a marketing plan for a food service business that includes:                   <ul style="list-style-type: none"> <li>a description of the real or simulated business venture</li> <li>clientele</li> <li>proposed menu</li> <li>service strategies and standards.</li> </ul> </li> </ul> </li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3030–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	80
	<ul style="list-style-type: none"> <li>the completion of a <b>career/business opportunity report</b> in which the student discusses, from a personal perspective, various employment and business opportunities in the food service sector.</li> </ul> <p><i>Assessment Tool</i> <i>Research Process: Career Research Project, TOU3030–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	20

**MODULE T0U3030: FOOD SERVICE OPERATIONS** (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li><b>observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i>  <i>Basic Competencies Reference Guide and any assessment tools noted</i></p>	<p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Trends and Issues in Food Service</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>explain the range of food service alternatives available</li> <li>categorize food service businesses according to type of product and service</li> <li>explain societal trends and their impact on the food service industry:               <ul style="list-style-type: none"> <li>health consciousness</li> <li>time and convenience considerations</li> <li>leisure time</li> <li>cultural awareness</li> <li>disposable income</li> <li>environmental awareness</li> </ul> </li> <li>research and describe current issues and their impact on the food service industry</li> <li>describe the impact of technological advances including:               <ul style="list-style-type: none"> <li>availability of products</li> <li>new methods of food preservation</li> <li>preparation methods</li> <li>environmental impact</li> </ul> </li> <li>identify and analyze food service innovations and their impact on the industry.</li> </ul>	

**MODULE TOU3030: FOOD SERVICE OPERATIONS (continued)**

Concept	Specific Learner Expectations	Notes
Marketing Strategies	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• provide examples of different marketing mix strategies used in food service businesses including:               <ul style="list-style-type: none"> <li>– product</li> <li>– price</li> <li>– place</li> <li>– promotion</li> </ul> </li> <li>• research and analyze marketing techniques used in the food service industry</li> <li>• explain how the menu is used to communicate to the customer and provide structure to the operation</li> <li>• describe the target market characteristics for a variety of food service businesses including:               <ul style="list-style-type: none"> <li>– geographical</li> <li>– demographical</li> <li>– psychological</li> <li>– behavioural.</li> </ul> </li> <li>• prepare a venture plan or a marketing plan for a food service business.</li> </ul>	
Customer Expectations	<ul style="list-style-type: none"> <li>• describe methods used by management to define the needs and expectations of the customer</li> <li>• explain how the needs and expectations of the customers influence different components of the business</li> <li>• analyze and compare the following aspects of two different food service operations:               <ul style="list-style-type: none"> <li>– menu</li> <li>– atmosphere</li> <li>– service</li> <li>– target market</li> <li>– marketing mix</li> </ul> </li> <li>• research and describe food service business strategies used to satisfy customer expectations:               <ul style="list-style-type: none"> <li>– service strategy</li> <li>– service standards.</li> </ul> </li> </ul>	

**MODULE TOU3030: FOOD SERVICE OPERATIONS (continued)**

Concept	Specific Learner Expectations	Notes
Employment and Business Opportunities	<p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• name and describe the role of provincial food service regulatory agencies</li><li>• research the different types of businesses in food service and discuss the advantages and disadvantages of each</li><li>• research and analyze marketing strategies used in food service</li><li>• research and describe employment and business opportunities in the food service industry.</li></ul>	