Faculty of Higher Education

Subject Code	CUL504
Subject Name	Understanding Food Service
Credit points	6
AQF Level	5 (Year 1)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject examines the impact of various food service styles on commercial kitchen operations, highlighting the distinct demands of à la carte and function services. Students will begin by addressing the question, "What are we selling?" in the context of the experience economy, analysing how service style influences both the kitchen and customer experience. They will explore effective selling strategies and continuous improvement methods, proposing operational solutions to real-life challenges through case studies. In addition, the subject delves into the sociocultural aspects of gastronomy, encouraging students to critically analyse the reasons behind menu choices and the societal and cultural factors that shape cuisines and tastes. Through readings, screenings, and discussions, students will explore the evolution of cuisine, considering the economic, social, and technological forces that influence food preferences. Topics covered include the connection between cuisine and cultural identity, the symbolism of food in celebrations, and the impact of global historical processes like the Columbian Exchange, industrialization, migration, and urbanization on culinary traditions and national gastronomic heritage.

Learning Outcomes	Define the concept of cuisine as it relates to an individual, a social group or a culture that influence food choice and consumption.
	Discuss the experience economy and its implications in designing the modern restaurant.
	Compare and contrast the roles of both front of house (FOH) and back of house (BOH) staff.
	Explain the key elements of a variety of food service styles that sit within the culinary experience economy.

Assessments	**Indicative assessments**	**Weighting**
	In class quizzes/tests	30%
	Presentation	30%
	Report	40%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, and consolidate knowledge
	Scholarly skills
	Teamwork skills
	Communication skills
	Personal attributes - Develop confidence in menu and kitchen design.

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