

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in F&B Service Skills

Foundation Level



LAPT — London Academy of Professional Training

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Reference HS-FBS-F • Hospitality Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	HS-FBS-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Communication Skills 4 chapters · 20 classes 90 marks	• 1 Effective Verbal Communication in F&B Settings — 5 classes › 1.1 Understanding Verbal Communication Basics in F&B › 1.2 Active Listening and Its Role in Customer Interactions › 1.3 Mastering Tone and Clarity in Service Conversations › 1.4 Navigating Different Customer Personalities Through Speech › 1.5 Applying Verbal Techniques to Enhance Guest Experience • 2 Non-Verbal Communication Cues and Their Impact — 5 classes › 2.1 Recognising Key Non-Verbal Cues in F&B Service › 2.2 Understanding Body Language to Improve Customer Interaction › 2.3 Interpreting Facial Expressions to Gauge Guest Satisfaction › 2.4 Using Gestures to Complement Verbal Communication › 2.5 Applying Non-Verbal Techniques for Enhanced Service Delivery • 3 Active Listening Skills for Customer Satisfaction — 5 classes › 3.1 Understanding the Importance of Active Listening in F&B Service › 3.2 Identifying Barriers to Effective Listening › 3.3 Developing Techniques for Focused Listening › 3.4 Practicing Reflective Listening with Customers › 3.5 Applying Active Listening to Enhance Customer Satisfaction • 4 Conflict Resolution and Feedback Techniques — 5 classes › 4.1 Understanding the Roots of Conflict in F&B Settings › 4.2 Identifying Personal Triggers and Hot Buttons › 4.3 Practicing Active Listening and Empathy › 4.4 Applying Constructive Feedback Techniques › 4.5 Implementing Conflict Resolution Strategies
2 Customer Service Excellence 4 chapters · 20 classes 65 marks	• 1 Understanding the Basics of Customer Interaction — 5 classes › 1.1 Identifying Customer Needs › 1.2 Mastering Active Listening Skills › 1.3 Building Rapport and Trust › 1.4 Responding Effectively to Concerns › 1.5 Applying Conflict Resolution Techniques • 2 Effective Communication and Active Listening — 5 classes › 2.1 Understanding the Basics of Effective Communication › 2.2 Recognizing Barriers to Communication in F&B Service › 2.3 Developing Active Listening Skills for Better Customer Interaction › 2.4 Practicing Non-Verbal Communication Techniques › 2.5 Applying Effective Communication Skills in Real-World Scenarios • 3 Resolving Complaints and Handling Difficult Customers — 5 classes › 3.1 Understanding Customer Dissatisfaction and Common Complaints › 3.2 Developing Active Listening Skills for Effective Complaint Resolution › 3.3 Communicating Empathy and Apology to Calm Difficult Customers › 3.4 Implementing Problem-Solving Techniques in Real-Time Situations › 3.5 Practicing Follow-Up Strategies to Ensure Customer Satisfaction • 4 Enhancing Customer Experience through Personalization — 5 classes › 4.1 Understanding Personalization in Customer Service › 4.2 Analyzing Customer Preferences and Expectations › 4.3 Implementing Personalization Techniques in Service › 4.4 Overcoming Challenges in Personalized Customer Interaction › 4.5 Evaluating the Impact of Personalization on Customer Satisfaction

3

Food Safety and Hygiene

4 chapters · 20 classes

90 marks

• 1 Understanding Food Safety Regulations and Standards — 5 classes

- › 1.1 Exploring the Basics of Food Safety Regulations
- › 1.2 Identifying Key Food Safety Standards and Certifications
- › 1.3 Understanding Legal Responsibilities in Food Service
- › 1.4 Analyzing the Impact of Non-Compliance with Food Safety Regulations
- › 1.5 Implementing Best Practices for Regulatory Compliance

• 2 Microbiological Hazards in Food and Prevention Strategies — 5 classes

- › 2.1 Understanding Microbiological Hazards: Defining and Identifying Common Threats
- › 2.2 Exploring the Growth of Microorganisms: Conditions and Factors
- › 2.3 Implementing Safe Food Handling Practices to Prevent Cross-Contamination
- › 2.4 Mastering Personal Hygiene Techniques to Minimize Microbial Spread
- › 2.5 Applying HACCP Principles for Effective Hazard Prevention

• 3 Principles of Personal and Environmental Hygiene — 5 classes

- › 3.1 Understanding Personal Hygiene: Basics and Importance
- › 3.2 Identifying Contaminants: Types and Risks
- › 3.3 Practicing Effective Handwashing Techniques
- › 3.4 Maintaining a Hygienic Work Environment
- › 3.5 Implementing Hygiene Practices in Food Service

• 4 Food Storage, Preparation, and Cooking Safety — 5 classes

- › 4.1 Understanding Temperature Control in Food Storage
- › 4.2 Mastering Safe Food Handling Techniques
- › 4.3 Ensuring Hygiene During Food Preparation
- › 4.4 Applying Safe Cooking Temperatures and Methods
- › 4.5 Implementing Cross-Contamination Prevention Strategies

4

Introduction to F&B Service

4 chapters · 20 classes

65 marks

• 1 Understanding the Role of F&B Service — 5 classes

- › 1.1 Defining Food & Beverage Service Roles
- › 1.2 Exploring Common F&B Service Settings
- › 1.3 Understanding Service Etiquette and Standards
- › 1.4 Analyzing Teamwork in F&B Service
- › 1.5 Applying Communication Skills in F&B Service

• 2 Essential Service Techniques and Etiquette — 5 classes

- › 2.1 Mastering the Basics of Personal Hygiene and Appearance
- › 2.2 Greeting and Seating Guests with Professionalism
- › 2.3 Understanding Table Settings and Place Arrangements
- › 2.4 Delivering Orders Accurately and Efficiently
- › 2.5 Handling Guest Inquiries and Complaints with Etiquette

• 3 Menu Knowledge and Product Awareness — 5 classes

- › 3.1 Explore Different Types of Menus
- › 3.2 Identify Key Menu Components
- › 3.3 Understand Basic Beverage Categories
- › 3.4 Compare Popular F&B Products
- › 3.5 Apply Menu Knowledge to Service Scenarios

• 4 Health, Safety, and Hygiene Practices in F&B Service — 5 classes

- › 4.1 Understanding Basic Health and Safety Regulations in F&B
- › 4.2 Identifying Common Hazards in Food Service Environments
- › 4.3 Practicing Personal Hygiene for Food Handlers
- › 4.4 Implementing Effective Cleaning and Sanitizing Procedures
- › 4.5 Responding to Health and Safety Emergencies in F&B

5

Service Techniques and Table Settings

4 chapters · 20 classes

45 marks

• 1 Understanding the Roles and Responsibilities in F&B Service — 5 classes

- › 1.1 Exploring Key Roles in F&B Service
- › 1.2 Defining Responsibilities of Front-of-House Staff
- › 1.3 Understanding the Importance of Teamwork
- › 1.4 Analyzing Effective Communication Techniques
- › 1.5 Implementing Roles in Real-Life Scenarios

• 2 Mastering Basic Table Setting Techniques — 5 classes

- › 2.1 Understanding the Components of a Basic Table Setting
- › 2.2 Identifying and Placing Utensils Correctly
- › 2.3 Arranging Glassware and Plates for Optimal Dining
- › 2.4 Mastering Napkin Folding and Placement
- › 2.5 Applying Table Setting Techniques in Real-World Scenarios

• 3 Advanced Table Settings and Dining Etiquette — 5 classes

- › 3.1 Understanding Formal Tableware Components
- › 3.2 Mastering Place Settings for Different Courses
- › 3.3 Coordinating Table Linens with Service Style
- › 3.4 Practicing Proper Cutlery and Glassware Placement
- › 3.5 Enhancing Dining Experience with Etiquette Techniques

• 4 Effective Communication and Customer Interaction — 5 classes

- › 4.1 Understanding Customer Needs through Active Listening
- › 4.2 Mastering Verbal and Non-verbal Communication in Service
- › 4.3 Building Rapport to Enhance Customer Experiences
- › 4.4 Handling Complaints with Professionalism and Empathy
- › 4.5 Applying Effective Communication in Real-world Service Scenarios

• 1 Identifying Key Demographical Preferences — 5 classes

- › 1.1 Exploring Demographics: An Introduction to Customer Segmentation
- › 1.2 Analyzing Age and Gender Preferences in F&B Services
- › 1.3 Understanding Cultural Influences on Dining Choices
- › 1.4 Examining Income and Occupation Impacts on Food Preferences
- › 1.5 Applying Demographic Insights to Enhance Customer Satisfaction

• 2 Analyzing Behavioral Patterns in Dining — 5 classes

- › 2.1 Understanding Behavioral Patterns in Dining
- › 2.2 Identifying Key Customer Preferences
- › 2.3 Analyzing Decision-Making Processes of Diners
- › 2.4 Interpreting Customer Feedback and Behavior
- › 2.5 Applying Insights to Enhance Dining Experiences

• 3 Understanding Influence of Menu Design and Presentation — 5 classes

- › 3.1 Exploring the Psychology of Menu Design
- › 3.2 Analyzing the Impact of Visual Elements on Customer Choices
- › 3.3 Identifying Effective Menu Layout Strategies
- › 3.4 Examining the Role of Descriptive Language in Menus
- › 3.5 Applying Menu Design Principles to Enhance Customer Experience

• 4 Leveraging Feedback and Surveys for Preference Analysis — 5 classes

- › 4.1 Understanding the Importance of Customer Feedback
- › 4.2 Identifying Key Customer Feedback Channels
- › 4.3 Analyzing Survey Data for Customer Preferences
- › 4.4 Interpreting Feedback to Improve Service
- › 4.5 Implementing Changes Based on Customer Insights