Pellissippi State Community College
Master Syllabus

FOOD AND BEVERAGE MANAGEMENT
HSP 2300

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Revised: July 12, 2016

Catalog Course Description:
This course covers restaurant and food service operations, including facilities capabilities, personnel management, and daily operations, sanitation, and facilities readiness.

Prerequisites:
HSP 1200 or CULA 1320

Textbooks and Other Supplies:

I. WEEK/CHAPTER/TOPIC(S)

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<th>Week</th>
<th>Chapter</th>
<th>Topic</th>
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<td>1</td>
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<td>The Food Service Industry Introduction</td>
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<td>Restaurants and Their Owners</td>
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<td>Concept, Location, and Design</td>
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<td>The Menu</td>
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<td>Planning and Equipping the Kitchen</td>
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<td>Food Purchasing</td>
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<td>Bar and Beverages</td>
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<td>Operations, Budgeting, and Control</td>
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<td>Food Production and Sanitation</td>
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<td>Restaurant Leadership and Management</td>
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<td>Organizing, Recruiting, and Staffing</td>
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<td>Training and Service</td>
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<td>Business and Marketing Plan</td>
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<td>FINAL EXAM</td>
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II. COURSE GOALS:

A. Expand student understanding of the components of a restaurant operation. (I, VI, VII, VIII)
B. Extend student knowledge to be able to demonstrate an understanding of restaurant customers and their desires. (I, II, III, VIII)
C. Guide students to comprehend the concept of high-quality service. (I, II, III, IV, VII, VIII)
D. Expand student understanding of the concept of the menu from both a marketing approach and an operational approach. (I, V, VI, VIII)
E. Enhance student knowledge to be able to evaluate fiscal performance of a restaurant entity as based on financial statements. (I, II, III, V, VIII)
F. Extend student knowledge to be able to demonstrate an understanding of the relationship of managerial motivation techniques and employee job performance. (I, II, VII, VIII)
G. Expand student knowledge of cost control methods for restaurant operations. (I, V, VII, VIII)

*Roman numerals after course objectives reference goals of the Business program.

III. EXPECTED STUDENT LEARNING OUTCOMES:

The student will be able to:
1. Identify the skills necessary to manage a restaurant. (A, B, C, D, F)
2. Describe the eating habits of various segments of the restaurant market. (B, C, D)
3. Identify the major ongoing trends in customer behavior that will affect the restaurant industry. (B, C)
4. Describe how to conduct a customer, property, and competitor analysis. (A, B, C, D, E)
5. Identify the functions of the menu. (B, D, E)
6. Identify the various procedural and convivial dimensions of service. (A, B, C)
7. Develop procedures for effective purchasing, receiving, storing, and issuing of items used in the operation. (A, G)
8. Discuss the major laws and regulations affecting employee hiring. (A, C)
9. Develop guidelines on how to conduct a hiring interview. (A, C, F)

*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. EVALUATION:

A. Testing Procedures: 80% of grade
Students are evaluated primarily on the basis of tests. A minimum of three exams must be given.
B. Laboratory Experiments: N/A

C. Field Work: N/A

D. Other Evaluation Methods: 20% of grade
   Class participation, group work, attendance, and homework will also comprise the final grade for the course. Each instructor must provide full details the first week of class via a syllabus supplement.

E. Grading Scale:
   92 - 100  A
   89 - 91   B+
   82 - 88   B
   79 - 81   C+
   72 - 78   C
   65 - 71   D
   Below 65  F

V. POLICIES:

A. Attendance Policy:
   Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:
   Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
   - Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
   - Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
   - Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
   - Taking an exam for another student.
   - Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
   - Any of the above occurring within the Web or distance learning environment.
Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:
Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (http://www.pstcc.edu/sswd/) may be contacted via email or by visiting Alexander 130.