FOOD & BEVERAGE OPERATIONS
HSP 2300

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Fall 1998

NOTE: This course is not designed for transfer credit.

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

Entry Level Standards:
Students must be able to read, write, speak and reason at the college level.

Prerequisites:
HSP 1300 - Facilities Operations and Maintenance
HSP 2200 - Introduction to Hospitality II

Textbook(s) and Other Reference Materials Basic to the Course:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>The Food Service Industry</td>
</tr>
<tr>
<td>2</td>
<td>Understanding the Customer</td>
</tr>
<tr>
<td>3</td>
<td>Developing a Marketing Plan</td>
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<tr>
<td>4</td>
<td>Promoting the Operation</td>
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<tr>
<td>5</td>
<td>Pricing and Designing the Menu</td>
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<tr>
<td>6</td>
<td>Delivering High Quality Service</td>
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<tr>
<td>7</td>
<td>The Physical Facility</td>
</tr>
<tr>
<td>8</td>
<td>Food and Beverage</td>
</tr>
<tr>
<td>9</td>
<td>Kitchens and Interiors</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Understand the components of a restaurant operation. I, VI, VII, VIII
B. Demonstrate an understanding of restaurant customers and their desires. I, II, III, VIII
C. Comprehend the concept of high quality service. I, II, III, IV, VII, VIII
D. Understand the concept of the menu from both a marketing approach and an operational approach. I, V, VI, VIII
E. Evaluate fiscal performance of a restaurant entity as based on financial statements. I, II, III, V, VIII
F. Demonstrate an understanding of the relationship of managerial motivation techniques and employee job performance. I, II, VII, VII
G. Exhibit knowledge of cost control methods for restaurant operations. I, V, VII, VIII

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

III. Instructional Processes*:

Students will:

1. Work in groups to develop a marketing plan for a chosen local restaurant that includes the promotions and advertising to be used. Group presentations will be required for the end result. *Active Learning Strategy, Communication Outcome, Problem Solving and Decision Making Outcome*

2. Refine reading and informational literacy skills by researching the Internet to become aware of new restaurant concepts and ideas. *Informational Literacy Outcome, Communication Outcome, Personal Development Outcome*

3. Develop a restaurant concept of original design. The project will include type, style, mock layout and design, and proposed menu. *Personal Development Outcome, Information Literacy Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy*

4. Perform a market opportunity analysis for the restaurant concept. *Personal Development Outcome, Cultural Diversity and Social Adaptation Outcome*

5. Critique menus from area restaurants in terms of market segment appropriateness, cost effectiveness, and overall menu design. *Personal Development Outcome, Problem Solving and...*
6. Examine restaurant financial statements to determine a course of managerial action based on the results. Problem Solving and Decision Making Outcome, Numerical Literacy Outcome, Personal Development Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Identify the skills necessary to manage a restaurant. A, B, C, D, F
2. Understand why restaurants fail. A, B, E, G
3. Describe the eating habits of various segments of the restaurant market. B, C, D
4. Identify the major ongoing trends in customer behavior that will affect the restaurant industry. B, C
5. Describe how to conduct a customer, property, and competitor analysis. A, B, C, D, E
6. Describe how to monitor each step of a marketing plan to ensure its effectiveness. D, E
7. Compare and contrast the various methods of establishing a promotional budget. E, G
8. Compare and contrast the effects of various media. B, E
9. Identify the functions of the menu. B, D
10. Illustrate the various methods of menu pricing. B, D, G
11. Identify the various procedural and convivial dimensions of service. A, B, C
12. Develop procedures for effective purchasing, receiving, storing, and issuing of items used in the operation. A, G
13. Show how to establish proactive sanitation and safety programs. A, B
14. Identify the appropriate ratios to calculate when analyzing the balance sheet and statement. A, E, G
15. Discuss the major laws and regulations affecting employee hiring. A, C
16. Develop guidelines on how to conduct a hiring interview. A, C, F
17. Design an effective orientation program. A, F
18. Suggest how management can channel and maintain employee behavior through the implementation of various process theories of motivation. A, F

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:
Students are evaluated primarily on the basis of tests. A minimum of three exams must be given.

B. Laboratory Expectations: None

C. Field Work: None

D. Other Evaluation Methods:

Class participation, group work 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:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75% of their scheduled class and laboratory meetings in order to receive credit for the course.