

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**FOOD & BEVERAGE OPERATIONS
HSP 2300**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Date Revised: Fall 2012

Catalog Course Description:

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

Entry Level Standards:

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

Prerequisites:

None

Corequisites:

None

Textbook(s) and Other Course Materials:

Mill, R.C., Restaurant Management, Customers, Operations, and Employees, 3rd. Ed. Prentice Hall /Simon & Schuster, New Jersey 2007. ISBN 0-13-027364-3

I. Week/Unit/Topic Basis:

Week	Topic
1	The Food Service Industry
2	Understanding the Customer
3	Developing a Marketing Plan
4	Promoting the Operation
5	Pricing and Designing the Menu
6	Delivering High Quality Service
7	The Physical Facility
8	Food and Beverage
9	Kitchens and Interiors
10	Sanitation

- 11 Controlling Costs
- 12 Employee Selection
- 13 Training and Development
- 14 Motivating the Employee
Restaurant Manager 2010
- 15 Final Exam Period

II. Course Goals*:

The course will

- 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 Hospitality program (Career Program Goals and General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)

III. Expected Student Learning Outcomes*:

Students will 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)

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

IV. Evaluation:

A. Testing Procedures:

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

B. Laboratory Expectations:

N/A

C. Field Work:

N/A.

D. Other Evaluation Methods:

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.

C. Accommodations for disabilities:

Students who 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 Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner. (*Pellissippi State Catalog*)

