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 2015**

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:

CULA 1320 or HSP 1200

Textbook(s) and Other Course Materials:

- Walker, John. The Restaurant from Concept to Operation, John Wiley and Company, 7th Edition, New York, 2014. ISBN 978-1-118-62962-8

I. Week/Unit/Topic Basis:

Week	Chapter	Topic
1	**1**	The Food Service Industry Introduction
2	2	Restaurants and Their Owners
3	3	Concept, Location, and Design
4	4	The Menu
5	5	Planning and Equipping the Kitchen
6	6	Food Purchasing
7	7	Bar and Beverages
	8	Operations, Budgeting, and Control
8	9	Food Production and Sanitation
9	10	Restaurant Leadership and Management
10	11	Organizing, Recruiting, and Staffing
11	12	Training and Service
12	13	Technology

13	14	Business and Marketing Plan
14	15	Financing and Leasing
15		FINAL EXAM

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.

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. 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 Expectations:

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 may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. 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*)