Class Hours: 3.0 Credit Hours: 3.0
Laboratory Hours: 0.0 Date Revised: Spring 00

Note: This course is not designed for transfer credit.

Catalog Course Description:

This course covers the operation of quick-serve facilities, including daily operations requirements, sanitation, facilities readiness, calibration of equipment, staff training and recruitment.

Entry Level Standards:

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

Prerequisites:

HSP 1300 and 2200

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

In-class handouts and library research is required.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Concepts and History of Quick Service</td>
</tr>
<tr>
<td>2</td>
<td>Managerial Advantages and Disadvantages of Quick Serve</td>
</tr>
<tr>
<td>3</td>
<td>Franchise Operations &amp; Chain Operations</td>
</tr>
<tr>
<td>4</td>
<td>Quality, Service and Cleanliness (QSC)</td>
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<tr>
<td>5</td>
<td>QSC Inspections</td>
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<tr>
<td>6</td>
<td>Personnel, The Life-Line of the QSR / Hiring Process</td>
</tr>
<tr>
<td>7</td>
<td>EEOC &amp; Sexual Harassment</td>
</tr>
<tr>
<td>8</td>
<td>The Physical Facility and Maintenance</td>
</tr>
<tr>
<td>9</td>
<td>Management/Multi-Unit Management</td>
</tr>
<tr>
<td>10</td>
<td>Ownership</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Comprehend the unique characteristics of a quick service restaurant operation. I, VI, VII, VIII
B. Demonstrate an understanding of quick service restaurant customers and their desires. I, II, III, VIII
C. Comprehend the concept of quick service restaurant service. I, II, III, IV, VII, VIII
D. Understand the importance of the role of the employee in the daily operation of the quick service restaurant. I, III, V, VI, VIII
E. Evaluate fiscal performance of a restaurant entity as based on a quality service and cleanliness inspection. I, III, IV, VI, VIII
F. Demonstrate an understanding of the vital importance of sanitation in the quick service restaurant industry. I, II, VII, VIII
G. Exhibit knowledge of cost control methods for quick service restaurant operations. I, V, VII, VIII

*Roman numerals after course objectives reference goals of the Business and Computer Technologies department.

III. Instructional Processes*:

Students will:

1. Work in groups to locate and define various concept plans for five local quick serve restaurants that includes the menu and facility layout used. Group presentations will be required for the end results. 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 under development. Informational Literacy Outcome, Communication Outcome, Technological Literacy Outcome
3. Develop a fast food restaurant concept of original design. Project will include type, style, mock layout & design, and proposed menu. Information Literacy Outcome, Problem Solving and Decision-Making Outcome
4. Perform a market opportunity analysis for the concept previously developed. Personal Development Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy
5. Inspect local quick service restaurants in terms of quality, service, and cleanliness and write corrective action plans. Problem Solving and Decision Making Outcome, Numerical Literacy Outcome, Transitional Strategy

6. Examine quick service restaurant personnel schedules to determine a course of managerial action determined by the results. Problem Solving and Decision Making Outcome, Numerical Literacy 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 managerial advantages of a quick service restaurant. A,B,C,D,F
2. Explain the concept of franchising and chain operations. A, E, F
3. Describe the eating habits of various segments of the quick service restaurant market. A, B, C, D, F
4. Identify the major ongoing trends in customer behavior that will affect the quick service restaurant industry. A, B, C
5. Describe how to conduct a QSC inspection. A, B, C, D, E
6. Develop networks with current and former employees for personnel recruiting. A, D
7. Explain the hiring rules concerning EEOC and ADA. A, D
8. Demonstrate knowledge of proper facilities readiness. B, C, D, E
9. Differentiate between the duties and responsibilities of unit managers, multi-unit managers, and owners. A, E, G
10. Evaluate food and/or labor costs for the purpose of writing action plans for corrective measures. A, E, G
11. Identify the various procedural and convivial dimensions of service in a quick service establishment. 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, F
14. Identify the appropriate ratios to calculate when analyzing the balance sheet and statement. A, E, G
15. Develop guidelines on how to conduct a hiring interview. A, D

*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:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Class participation, group work, projects, and homework will also comprise the final grade for this 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>
</tr>
</thead>
<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.