

Pellissippi State Community College
Master Syllabus

FOOD AND BEVERAGE OPERATIONS
HSP 2300

Class Hours: 3.0
Credit Hours: 3.0
Revised: April 2011

Instructor:
Office:
Phone:

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: HSP 2200

Textbooks and Other Supplies:

Textbook:
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/ASSIGNMENT:

Week	Chapter	Topic
1	1	The Food Service Industry
2	2	Understanding the Customer
3	3	Developing a Marketing Plan
4	4	Promoting the Operation
5	5	Pricing and Designing the Menu
6	6	Delivering High Quality Service
7	7	The Physical Facility
8	8	Food and Beverage
9	9	Kitchens and Interiors
10	10	Sanitation
11	11	Controlling Costs
12	12	Employee Selection
13	13	Training and Development
14	14	Motivating the Employee
	15	Restaurant Manager 2010
15		FINAL EXAM

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)

III. EXPECTED STUDENT LEARNING OUTCOMES:

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)
- 4. 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)

IV. EVALUATION:

A. Testing Procedures:

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:

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 Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] (*Pellissippi State Catalog*)

Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (*Pellissippi State Catalog*)

C. 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*)

D. Accommodation 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 www.pstcc.edu/departments/swd/.