

San José State University
Department of Hospitality, Tourism, & Event Management
HSPM 012 Cost Control in Hospitality
Section 80, 3 units

Fall 2017 (Online)

Contact Information

Instructor:	Dr. Jooyeon Ha
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Office Hours:	M/W 11:30am-1pm
Prerequisites:	HSPM 001, BUSN 020N. (Co-Requisite: HSPM 11 and HSPM 65)

Course Format

This course is completely online. Internet connectivity is needed.

Canvas and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking with the messaging system through Canvas or SJSU email to learn any updates.

Course Description

Food, beverage and payroll systems, including standards determination; variable, semi-variable and fixed costs; the operating budget; income and cost control and menu pricing. Cost control simulation exercises implemented through software programs.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- CLO 1: Demonstrate the relationships among cost, volume, and profit in hospitality operations.
- CLO 2: Interpret and evaluate cost ratios.
- CLO 3: Understand the value of different control tools in the process of food, beverage, and labor cost control.
- CLO 4: Construct effective purchasing, receiving, storing, and issuing control systems for food and beverage operations.
- CLO 5: Identify specific information necessary to evaluate the cost profile of a food and beverage operation, and make suggestions to improve the existing cost profile.

Required Texts/Readings

You can purchase the textbook in the Spartan Bookstore on Campus or on Amazon.

- Customized book: HSPM 012 (Cost Control in Hospitality): Available in Spartan bookstore
- If you would like to buy on Amazon, please click the following link:
http://www.amazon.com/Fundamental-Principles-Restaurant-Cost-Control/dp/B0085B0IQW/ref=sr_1_2?s=books&ie=UTF8&qid=1433196306&sr=1-2&keywords=fundamental+principles+of+restaurant+cost+control

Other Readings

Available on Canvas

Other Course materials

- **Lecture notes:** Power point files for each chapter will be posted on Canvas. You can find the lecture notes under the **Modules tab**.
- **Excel files:** Excel files of each chapter will be posted on Canvas. You can find the Excel files for each chapter under the **Modules tab**.

To help better understand, I will upload the **links for the audio files with the Excel screen** on Canvas. Please copy the link and paste it in the Internet browser (or click the link), then you can hear my explanations with the Excel screen. You can find the link for each chapter under the **Modules tab**.

Library Liaison

Christa Bailey, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4046, Phone: 408-808-2422, E-mail: christa.bailey@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. *More details can be found from University Syllabus Policy S16-9 at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.*

**** Work should be completed and turned in by the dates specified in the syllabus. Students are responsible for making sure all assignments and exams are turned in on time (Follow the Modules on Canvas).** Unless otherwise stated, all deadlines are at **11:59 PM Pacific Time on the designated day**.

- ***You have one week to complete each week's assignments. Therefore, the late submissions will NOT be accepted. DO NOT email the late assignments after deadlines.***

Calculation practices

Calculation practices related with the chapter covered each week are posted on Canvas. You can find the files in the **'Calculation practices' folder under the 'Files' tab**. They are posted as an excel file, so you should **download the file and save it in your computer, and then complete it and upload the completed one through the link on Canvas** by 11:59pm on the designated dates. **Please submit the assignment as an "excel file"**. DO NOT convert it to PDF or other format. Due dates are specified on the course schedule. The answer file will be posted on Canvas after the due date.

Quizzes

There will be twelve quizzes. Each student needs to take quizzes by 11:59pm on the designated dates. Due dates are specified on the course schedule. **No make-up** quiz will be given

Examinations

There will be three exams to test your knowledge and understanding of material covered in lecture notes and in your readings. Exams will consist of any combination of multiple choices, true/false, fill in the blanks,

short answer questions, and calculations. **Dates for exams are set and students are responsible for planning to take exams on the dates specified on the course schedule.**

Discussion board

You will be required to answer a variety of discussion questions as we move from one topic to another. **There will be one or more discussion questions on each week’s discussion board. In order to receive full credit each week, students need to answer the discussion questions (at least 150 words for each discussion question: 7 points) and post one reply to other students’ posts (at least 100 words: 3 points). If you just say ‘Good job’ or ‘I agree’ to response another student’s post, you cannot get credit.** The discussion question will be uploaded at the beginning of the week and the link will be available throughout the week. You must post your responses by 11:59pm on the each designated date.
 Note: No discussion assignments during exam weeks and Spring break week.

Individual Papers (Reflection papers)

The list of links for articles related with restaurant cost controls is available on Canvas. You can find the list in the ‘**Article list**’ folder under the **Files tab**. Each student needs to pick one article among the listed articles and write the reflection paper by each due date. **You can write what you learned from the article and your opinion about issues discussed in the article.** The paper should be submitted by 11:59pm on the each designated date.

- Format: 1 page, single space, font 12 with 1” margins (max for top, bottom, left, and right).

Grading Information

Assignments.	Points.	CLOs.
A. Calculation practices	120 (12 x 10 points each)	All CLOs
B. Quizzes	120 (12x 10 points each)	All CLOs
C. Exams	150 (3 x 50 points each)	All CLOs
D. Discussion board	110 (11 x 10 points each)	All CLOs
E. Individual papers	50 (5 x 10 points each)	All CLOs
Total	550 points	

Determination of Grades

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

A plus = 100-97%	A = 96-93%	A minus = 92-90%
B plus = 89-87%	B = 86-83%	B minus = 82-80%
C plus = 79-77%	C = 76-73%	C minus = 72-70%
D plus = 69-67%	D = 66-63%	D minus = 62-60%
F = 59-0% Unsatisfactory		

Communication

Email is the official mode of communication for this course. In addition, any changes in class schedules, assignments, and other information will be announced through Canvas or SJSU email. Students are

responsible for checking their SJSU email and Canvas regularly. ***Having no access to your email is NOT an appropriate excuse for missing any class work.***

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

HSPM 12 Cost Control in Hospitality Fall 2017 Tentative Course Schedule

The instructor reserves the right to revise this tentative schedule with fair advanced notice in order to enhance the achievement of learning objectives. Any revision will be announced through e-mail.

Topic	Assignments (Due on or before this date)
WEEK 1: August 23 - 27	
Syllabus (Available on Canvas)	<i>Read the course syllabus carefully!!</i>
Chapter 1-1. Value and importance of cost controls	<ul style="list-style-type: none"> • Calculation practice 1 (8/27)
WEEK 2: August 28 – September 3	
Chapter 1-2. Value and importance of cost controls (continued)	<ul style="list-style-type: none"> • Quiz 1: Chapter 1 (9/3)
Chapter 2-1. Cost ratios	<ul style="list-style-type: none"> • Calculation practice 2 (9/3) • Discussion board 1 (9/3)
WEEK 3: September 4 - 10	
Chapter 2-2. Cost ratios (continued)	<ul style="list-style-type: none"> • Calculation practice 3 (9/10) • Quiz 2: Chapter 2 (9/10) • Discussion board 2 (9/10)
	<ul style="list-style-type: none"> • Individual paper 1 (9/10)
WEEK 4: September 11 - 17	
Chapter 3-1. Food cost controls	<ul style="list-style-type: none"> • Calculation practice 4 (9/17) • Quiz 3: Chapter 3 (9/17) • Discussion board 3 (9/17)
Chapter 3-2. Food cost controls (continued)	
WEEK 5: September 18 - 24	
Exam 1 (Chapters 1-3) Study guide available on Canvas	<ul style="list-style-type: none"> • Exam 1 is available from 8am on September 18 (Monday) to 11:59pm on September 24 (Sunday).
WEEK 6: September 25 – October 1	
Chapter 4. Yield cost analysis	<ul style="list-style-type: none"> • Calculation practice 5 (10/1) • Quiz 4: Chapter 4 (10/1) • Discussion board 4 (10/1)
	<ul style="list-style-type: none"> • Individual paper 2 (10/1)
WEEK 7: October 2 – 8	

Chapter 5. Menu sales mix analysis	<ul style="list-style-type: none"> • Calculation practice 6 (10/8) • Quiz 5: Chapter 5 (10/8) • Discussion board 5 (10/8)
WEEK 8: October 9 – 15	
Chapter 6. Menu pricing methodology	<ul style="list-style-type: none"> • Calculation practice 7 (10/15) • Quiz 6: Chapter 6 (10/15) • Discussion board 6 (10/15)
WEEK 9: October 16 – 22	
Exam 2 (Chapters 4-6) Study guide available on Canvas	<ul style="list-style-type: none"> • Exam 2 is available from 8am on October 16 (Monday) to 11:59pm on October 22 (Sunday).
WEEK 10: October 23 – 29	
Chapter 7. Purchasing	<ul style="list-style-type: none"> • Quiz 7: Chapter 7 (10/29) • Discussion board 7 (10/29)
	<ul style="list-style-type: none"> • Individual paper 3 (10/29)
WEEK 11: October 30 – November 5	
Chapter 8. Inventory and store room management	<ul style="list-style-type: none"> • Calculation practice 8 (11/5) • Quiz 8: Chapter 8 (11/5) • Discussion board 8 (11/5)
WEEK 12: November 6 – 12	
Chapter 9. Beverage cost control	<ul style="list-style-type: none"> • Calculation practice 9 (11/12) • Quiz 9: Chapter 9 (11/12) • Discussion board 9 (11/12)
WEEK 13: November 13 – 19	
Chapter 10. Labor productivity analysis	<ul style="list-style-type: none"> • Calculation practice 10 (11/19) • Quiz 10: Chapters 10 (11/19) • Discussion board 10 (11/19)
	<ul style="list-style-type: none"> • Individual paper 4 (11/19)
WEEK 14: November 20 – 26 Thanksgiving Break ~ No Assignments	
WEEK 15: November 27 – December 3	
Chapter 11. Internal control	<ul style="list-style-type: none"> • Quiz 11: Chapter 11 (12/3)
Chapter 12-1. Financial analysis	<ul style="list-style-type: none"> • Calculation practice 11 (12/3)
WEEK 16: December 4 – 10	
Chapter 12-2. Financial analysis	<ul style="list-style-type: none"> • Calculation practice 12 (12/10) • Quiz 12: Chapter 12 (12/10) • Discussion board 11 (12/10)
	<ul style="list-style-type: none"> • Individual paper 5 (12/10)
Final Exam: December 13 – 17	
Final Exam (Chapters 7 – 12) (Study guide available on Canvas)	Final exam is available from 8am on December 13 (Wednesday) to 11:59pm on December 17 (Sunday).