

HSPM 011
Fall 2013
MW 1:30 – 2:45

Instructor: Richard C. Larson, FMP
Office Hours: by appt.
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RESTAURANT MANAGEMENT

Course Description: Overview of food and beverage with emphasis on food quality, budgeting and menu planning. This course will focus on controlling food and beverage costs, production planning and service standards with an emphasis on food safety and managing a profitable operation.

Required Text:

ServSafe Manager, with answer sheet - Sixth Edition. Pearson Education, Inc.

Restaurant Management, Customers, Operations and Employees, Third Edition, Robert Christie Mill. Pearson Education, Inc.

COURSE OBJECTIVES

Understanding Food & Beverage operations is essential to the successful operation in the hospitality industry. The aim of this course is to provide a general overview of the complexities and challenges of the restaurant industry as it relates to commercial and noncommercial operations. While the focus is on basic food and beverage management principles, this course also reflects the impact of current social, economic, technological, and political factors on the industry.

Course Goals and Objectives:

1. Explain the importance of food safety and sanitation procedures.
2. Obtain Food Safety Certification (ServSafe)
3. To identify and discuss various types of commercial and non-commercial foodservice operations.
4. Develop a profit oriented understanding of revenues and costs associated with food and beverage operations.
5. Gain familiarity with formulas used to determine and manage food, beverage and labor costs.
6. Explain the role of the menu as a marketing tool and how it impacts operating procedures.
7. Explain the advantages of standardized recipes.
8. Identify special considerations in serving alcohol beverages.
9. Develop an understanding of the skills needed to succeed as a Restaurant Manager.
10. Discuss the impact of government on the foodservice industry.

Method of Instruction:

- | | |
|------------------------|-----------------------------|
| 1. Lecture | 4. Written Reports/Projects |
| 2. Reading Assignments | 5. Critiques |
| 3. Guest Speakers | 6. Quizzes |

Grading Procedure:

Reading assignment quizzes	50 Points
Certification Exam	100 Points
Budget Preparation Project	100 Points
Menu Project	100 Points
Management Interview paper	50 Points
Final	100 Points
<u>Classroom Participation</u>	<u>50 Points</u>
Total	550 points
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Extra Credit Research Paper (Optional)	up to 25 Points

Grading information:

Grading Percentage Breakdown

94% and above	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C+
76% - 74%	C
73% - 70%	C-
69% - 67%	D+
66% - 64%	D
63% - 60%	D-
below 60%	F

Quizzes and Examinations:

The ServSafe Certification exam requires a special answer sheet that is either in your text or ordered separately on-line. **All students must have the answer sheet to take the exam on Sept 23.**

Students must take quizzes and exams at assigned times. Make up testing is at the discretion of the instructor. Questions for each test will be taken from assigned reading and from material covered in class.

There will be weekly quizzes on the assigned readings in *Restaurant Management*. These exams must be taken on the scheduled date. No make up tests will be allowed.

Budget Preparation Project: Students will create a one-year operating budget for a food service operation. Groups will be assigned to allow peer learning throughout this project. More details will be provided in class.

Menu Project: Students, working in groups, will create a restaurant menu. Prices on the menu should be realistic and costed-out. Evaluation of popular and non-selling items will be part of this project. More information will be provided in class.

Management Interview Paper:

Students will submit a paper which will require working cooperatively with a restaurant or other foodservice operation.

A critical examination of a selected aspect of the food and beverage operations covered in class must be submitted both to the instructor and the facility studied. This project should be between four and six pages and include pertinent graphs, tables, illustrations or charts.

An example might be, Cost Control Systems, Customer Service, Budgeting and Inventory, Food and Beverage in the Event Industry, etc. Students may elect to work as a group on approval of instructor however a more thorough project will be expected.

Critiques:

Students will be responsible for submitting a typed critique of outside reading assignments, field trips and presentations from guest speakers. Critiques should be a maximum of one page in length.

Extra Credit Research Paper:

Students have the option of earning extra credit by writing a research paper on a subject related to the theme of the class. The topic must be selected by the tenth week of class and must be approved by the instructor. Research papers must be typed (double-spaced) and should be at least three pages. Content not length will be evaluated.

Evaluation:

Class grades will be determined from total points accumulated during the semester on project work, exams, critiques and class participation. An A grade will be set at the 90% point of all tests and assignments combined. Should the entire class drop below the 90% mark the instructor may choose to adjust the curve to fall in line with the class average.

Academic Integrity Statement:

Your own commitment to learning, as evidenced by your enrollment at San José State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs. The policy on academic integrity can be found at <http://www2.sjsu.edu/senate/S04-12.pdf>

Special Accommodations:

If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with instructor as soon as possible. Presidential Directive 97 – 03 requires that students with disabilities register with DRC to establish a record of their disability.

CLASS SCHEDULE

Section I Food Safety

<u>Week of</u>	<u>Class Activity</u>	<u>Reading Assignment</u>
8/21	Review Green Sheet	ServSafe Manager (SSM) Ch. 1
8/26	Serving Safe Food	SSM Ch. 2-3
9/2	Serving Safe Food	SSM Ch. 4, 5, 6
9/9	Serving Safe Food	SSM Ch 7-8
9/16	Serving Safe Food	SSM Ch 9-10 Review
9/23	ServSafe Certification Exam Management 1A	

Section II Budgeting and Cost Control

9/30	The Restaurant Industry	Restaurant Management (RM) Ch 1 & 2
10/07	Budget Preparation	RM Ch 14 & 15
10/14	Weights and Measurements, Formulas for Fun & Profit	RM Ch 11 - Handouts

Section III The Menu

10/21	Designing the Menu, Truth in Menu	RM Ch 5
10/28	Purchasing Interview Paper Due	RM Ch 8
11/04	Food Production	RM Ch 9
11/11	Service Standards	RM Ch 6
11/18	Alcohol Service	Handouts
11/25	The Physical Facility	RM Ch 7
12/2	Managing, Delegating and Decision Making	
12/9	Review	
12/11/13	Final Exam	12:15 – 2:30 PM