

Central Texas College
Syllabus for HAMG 2301
Principles of Food and Beverage Operations

Semester Hours Credit: 3

Instructor: _____

Office Hours: _____

I. Introduction

A. An introduction to techniques of food and beverage cost control. Provides a basis for understanding the various challenges and responsibilities involved in managing a food and beverage operation. Several important functions of hospitality accounting along with their inherent challenges and various procedures required to perform them successfully. This course includes developing and implementing menu management, production and service, and design and finances practices.

B. HAMG 2301, Principles of Food and Beverage Operations, is a required course for an Associate in Applied Science Degree in Restaurant and Culinary Management, Hotel Management, and Food and Beverage Management. This course is also required for Certificates of completion in Property Management Advanced, Food and Beverage Management, Culinary Arts, Restaurant Operations, Institutional Food Service Operations, and Rooms Division.

C. Prerequisites: none

D. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary's Commission on Achieving Necessary Skills (SCANS) occupational competencies (CA, C1, 2, B, etc.) and foundation skills (B, C1, 2, FA, etc.) for this course. The instructor will ensure the designated SCANS competencies and skills are addressed in the course. A detailed description of each competency/skill is contained in "A SCANS Report for America".

II. Learning Outcomes

Upon successful completion of this course, Principles of Food and Beverage Operations, the student will be able to:

A. Identify and discuss three basic types of commercial food service operations.

- B. Identify and discuss three levels of management, and describe the steps involved in the management process.
- C. Demonstrate and understanding effective marketing principles and the advantages and disadvantages of various advertising media.
- D. Explain the importance of nutrition, and discuss current nutritional concerns.
- E. Contrast the nutritional responsibilities of institutional and commercial food service managers.
- F. Explain the role of the menu as a marketing tool and how it effects operating needs.
- G. Discuss menu planning principles, pricing styles, and design considerations.
- H. Summarize the advantages of standard recipes, and explain how to determine standard food and beverage costs.
- I. Define the terms and principles used in product purchasing, receiving, storing and issuing.
- J. Demonstrate an understanding of the production planning process and the basic steps in production, including production controls.
- K. Summarize the components of good service and provide an enjoyable experience for guests.
- L. Identify special considerations in serving alcoholic beverages.
- M. Explain the importance of sound safety and sanitation programs.
- N. Summarize factors affecting facility design, space allocation and equipment selection.
- O. Display an understanding of managerial accounting practices and their various uses.
- P. Suggest computer applications for food and beverage operations, and explain the value of a fully integrated food service computer system.
- Q. The following **SCANS** competencies and foundation skills will be covered in this course:

1. Foundation Skills
 - a. Basic Skills
 - (1) Reading (**FA1**)
 - (2) Listening (**FA2**)
 - b. Thinking Skills
 - (1) How to Learn (**FB1**)
 - c. Personal Qualities
 - (1) Responsibility (**FC1**)
 - (2) Self-esteem (**FC2**)
 - (3) Sociability (**FC3**)
 - (4) Self-management (**FC4**)
 - (5) Integrity/honesty (**FC5**)

2. Competencies
 - a. Resources
 - (1) Time (**CA1**)
 - (2) Human Resources (**CA2**)
 - b. Interpersonal Skills
 - (1) Teaches Others (**CB1**)
 - (2) Serves Customers (**CB2**)
 - (3) Negotiates (**CB3**)
 - (4) Works with Diversity (**CB4**)
 - c. Information
 - (1) Acquires/Uses (**CC1**)
 - (2) Organizes/Maintains (**CC2**)
 - (3) Interprets/Communicates (**CC3**)
 - d. Systems
 - (1) Understands (**CD1**)
 - (2) Monitors/Controls (**CD2**)
 - (3) Improves/Designs (**CD3**)

III. Instructional Materials

The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. Course Requirements

- A. Reading Assignment: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. (**FA1, FA5, CC3**)

- B. Class Attendance: Refer to the CTC Catalog for a detailed policy. You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed. **(FC1, FC4)**

V. Examinations

- A. Scheduled Examinations: **(CC1, FC2)**

There will be two examinations:

1. Exam 1 (Mid Term)
2. Exam 2 (Final Exam)

- B. A student must be present for all examinations. Students who know in advance they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or other extenuating circumstances will require the student to see the instructor as soon as possible.

VI. Semester Grade Computations

- A. Summary of requirements point values:

Exams 1 (Mid-Term)	200 points
Exam 2 (Final)	200 points
Writing Assignment:	300 points
Quizzes 4 @ 50 points each	200 points
Quizzes/Instructor Evaluation	<u>100 points</u>
Total Possible Points	1000 points

- B. Letter grades will be assigned based on total points earned as follows:

- A 900-1000
- B 800-899
- C 700-799
- D 600-699
- F Below 600

VII. Notes and Additional Instructions

- A. Withdrawal from Course: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file an Application for Withdrawal (CTC Form 59) or an Application for Refund. The withdrawal form must be signed by the student.

Application for Withdrawal (CTC Form 59) will be accepted at any time prior to Friday, the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10-week session	Friday of the 8 th week
8-week session	Friday of the 6 th week
5-week session	Friday of the 4 th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

Students who officially withdraws will be awarded the grade of "W," provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the college before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

- B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.
- C. Incomplete Grade: The College catalog states, "An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete requirements for a course..." Prior approval from the instructor is required before the grade of "I" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.
- D. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

- E. Americans with Disabilities Act (ADA): Disability Support Services provides services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- G. Civility: (FC3) Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- H. Honesty and Integrity: (FC5) All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
 - 1. *Plagiarism*: The taking of passages from writing of others without giving proper credit to the sources.
 - 2. *Collusion*: Using another's work as one's own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
 - 3. *Cheating*: Giving or receiving information on examinations.

Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of "F" and will be subject to disciplinary action.

VIII. Important Note regarding Feedback and Responsibility for Learning

- I. **Feedback**: Feedback is the return of data/information about the result of a process and is an important part of the learning process. Feedback in the course will be provided via test scores, graded assignments, and/or instructor evaluation of the student's progress. You are encouraged to take advantage of the many avenues for feedback available to you. For example, office hours are established primarily to provide the student access to the instructor to discuss academic guidance. I am also generally available before and after class to meet with you. E-mail is another easily available medium to obtain feedback. Additional feedback may be provided at the discretion of the instructor or on your request.

1. *Instructor:* As your instructor I will organize and present the course material in a manner designed to facilitate the learning process. I will evaluate your progress periodically via writing assignments and exams and provide feedback on your performance via exam scores, exam critiques, and critique of your writing assignments, etc. I am also available before and after each class period and during office hours to discuss your performance and answer questions.

2. *Student:* **As the student you are ultimately responsible for your success in this course.** It is your responsibility to attend class regularly, prepare for class by reading assigned text material, participate in class discussions, ask questions when required to improve your understanding, prepare for and complete exams, and complete all other assignments.

IX. Course Outline

A. Unit One: Chapters 1-3

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Describe the characteristics of the hospitality industry.
 - b. Explain corporate philosophy.
 - c. Discuss why service has become such an important facet of the hospitality industry.
 - d. Suggest ways to improve service.
 - e. Identify some of the possible career paths available in the hospitality industry.
 - f. Establish career goals.
 - g. Assess your own strengths and weaknesses.
 - h. Describe some of the potential careers in the hospitality and tourism industry.
 - i. Discuss aspects of professionalism.
 - j. Write a resume.
 - k. Prepare for an interview.
 - l. Define tourism.
 - m. Outline the important international and domestic tourism organizations.
 - n. Describe the economic impact of tourism.
 - o. List reasons why people travel.
 - p. Describe the sociocultural impact of tourism.
 - q. Describe ecotourism.

2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**
3. Unit Outline: Follow the sequence of unit learning outcomes.

B. Unit Two: Chapters 4-6

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Define hotel franchising and management companies.
 - b. Classify hotels by type, location, and price.
 - c. Explain vertical integration.
 - d. Name some prestigious and unusual hotels.
 - e. Describe the effects of a global economy on the hotel industry.
 - f. Outline the duties and responsibilities of key executives and department heads.
 - g. Draw an organizational chart of the rooms division of a hotel and identify the executive committee members.
 - h. Describe the main functions of the rooms division.
 - i. Describe property management systems and discuss yield management.
 - j. Calculate occupancy percentages, average daily rates, and actual percentage of potential rooms revenue.
 - k. Outline the importance of the reservations and guest services functions.
 - l. List the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.
 - m. Describe the duties and responsibilities of a food and beverage director and other key department heads.
 - n. Describe a typical food and beverage director's day.
 - o. State the functions and responsibilities of the food and beverage departments.
 - p. Perform computations using key food and beverage operating ratios.
2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**
3. Unit Outline: Follow the sequence of unit learning outcomes.

C. Unit Three: Chapters 7-10

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Describe the different characteristics of chain and independent restaurants.
 - b. Identify some of the top chain and independent restaurants.
 - c. List the classifications of restaurants.
 - d. Differentiate characteristics of chain and independent restaurants.
 - e. Apply the forecasting technique used in the chapter to measure expected volume of business.
 - f. Describe restaurant operations for the front of the house.
 - g. Explain the important aspects of food production.
 - h. Explain how restaurants forecast their business.
 - i. Outline back-of –the-house operations.
 - j. Identify the key areas of a restaurant manager’s job.
 - k. Outline the functional areas and tasks of a foodservice/restaurant manager.
 - l. Outline the different managed services segments.
 - m. Describe the five factors that distinguish managed services operations from commercial ones.
 - n. Explain the need for and trends in elementary and secondary school foodservice.
 - o. Describe the complexities in college and university foodservice.
 - p. Identify characteristics and trends in health care, business and industry, and leisure and recreation foodservices.
 - q. List and describe the main grape varieties.
 - r. Suggest appropriate pairings of wine and food.
 - s. Identify the various types of beer.
 - t. List the types of spirits and their main ingredients.
 - u. Explain a restaurant’s liability in terms of serving alcoholic beverages.

2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**

3. Unit Outline: Follow the sequence of unit learning outcomes.

D. Unit Four: Chapters 11-13

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Discuss the relationship of recreation and leisure to wellness.
 - b. Explain the origins and extent of government sponsored recreation.
 - c. Distinguish between commercial and noncommercial recreation.
 - d. Name and describe various types of recreational clubs.
 - e. Identify the major U.S. theme parks.
 - f. Describe the operations of a country club.
 - g. Outline the history of the gaming entertainment industry.
 - h. Describe the various activities related to gaming entertainment.
 - i. Explain how gaming entertainment is converging with other aspects of the hospitality business.
 - j. Discuss the controversies surrounding the gaming entertainment industry.
 - k. Name the main hospitality industry associations.
 - l. Describe the various types of meetings.
 - m. Explain the difference between meetings, expositions, and conventions.
 - n. Describe the role of a meeting planner.
 - o. Explain the primary responsibilities of a convention and visitors bureau or authority.
 - p. List the steps in event management.

2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**

3. Unit Outline: Follow the sequence of unit learning outcomes.

E. Unit Five: Chapters 14-18

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Distinguish the characteristics and practices of leaders and managers.
 - b. Define leadership and management.
 - c. Distinguish between transactional and transformational leadership.
 - d. Describe the key management functions.
 - e. Differentiate between leadership and management.
 - f. Define marketing.
 - g. Describe the steps in the marketing system.
 - h. Describe the importance of marketing to the hospitality industry.
 - i. Name the four aspects of the SWOT analysis and how they can be used for strategic planning.
 - j. Explain the marketing segmentation process.
 - k. Name and describe the marketing mix (five Ps).
 - l. Explain how sales are conducted in the hospitality business.
 - m. Explain the importance of job descriptions.
 - n. Give an example of how productivity standards are determined.
 - o. Name and describe the employment-related laws.
 - p. Discuss how to select, recruit, and orient employees.
 - q. Identify methods of employee appraisal and compensation.
 - r. Describe employee assistance programs.
 - s. Describe the systems of accounts typically used by business organizations in the restaurant, lodging, and club segments of the hospitality industry.
 - t. Identify various accounting statements and outline the major components of an income statement, balance sheet, and statement of cash flows.
 - u. Review the basic role of managerial finance in hospitality operations, including ratio analysis, cash management, and budgeting.
 - v. Describe features of systems used to control major direct operating costs, including food, beverages, labor, and other operating costs.
 - w. Calculate key financial ratios used to analyze the results of operations in hospitality operations.
 - x. Identify the characteristics of information technology and information systems in the hospitality industry.

- y. Identify the different types of information systems.
 - z. Differentiate between information technology use in hotels and restaurants.
 - aa. Apply the importance of information systems to the hospitality industry.
 - bb. Relate hospitality industry technology to management, such as property management systems.
2. Learning Activities:
- a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**
3. Unit Outline: Follow the sequence of unit learning outcomes.

Appendix 1 – Article Report Grading Criteria

Name: _____

Course: _____

ARTICLE REPORT GRADING CRITERIA		
Written Report Criteria	Point Value	Points Earned
Copy of the article included with report.	5	
Report submitted on time.	5	
Article must be subject-related, current and from a recognized source. How would you answer the question: <u>“So what does your article have to do with the hospitality industry?”</u>	5	
The report must be in the correct format, typed and no more than one page in length. The article copy must be stapled to the report. Correct grammar and spelling must be used.	5	
Total Points for Written Criteria	20	
Oral Report Criteria	Point Value	Points Earned
Completed presentation within time limit. Use of correct speech and presentation techniques.	5	
Total Points for Written and Oral Criteria	25	

Appendix 2 – Current Events Article Report Format

**CENTRAL TEXAS COLLEGE
CURRENT EVENTS ARTICLE REPORT**

NAME: _____

DATE: _____

COURSE: _____ **SECTION:** _____

Publication Title: _____

Issue Date: _____ **Page(s):** _____

Article Title: _____

ARTICLE SUMMARY/MAIN POINTS: (You need only a few complete sentences – just enough to express the purpose of the article).

YOUR CONCLUSIONS (Reaction, Agree/Disagree, Your opinion, etc.):

CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper, and that it is written in my own words except where indicated by quotation marks and it was prepared by me specifically for this course.

STUDENT SIGNATURE: _____