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. Prerequisite(s): None

II.  OVERALL OR GENERAL OBJECTIVES OF THE COURSE

Upon successful completion of this course, Introduction to the Hospitality Industry, 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.

III. INSTRUCTIONAL MATERIALS

A. The instructional materials identified for this course are viewable through www.ctcd.edu/books
B. Additional references may be required that are in the Central Texas College bookstore.

IV. COURSE REQUIREMENTS

A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. Review any slides or websites provided with the chapter.
B. Learning Activities: Students are expected to complete chapter assignments, questions and activities assigned by the instructor prior to attending class.
C. Writing Requirements: Students may be required to complete a course project, case studies or end of chapter incidents for a major course grade. The assignment will be at the discretion of the instructor.
D. Participation: Students are expected to be prepared and engage in discussions and activities. Distance Learning students are expected to participate using any of the tools found in the course such as but not limited to discussions, blogs, wikis and messages.
E. **Attendance:** Refer to the CTC Catalog for a detailed policy. You are expected to attend each class period with punctuality and stay in class until dismissed. You are responsible for all course material missed due to an absence. Distance Learning students should log on regularly as if attending a lecture class.

V. **EXAMINATIONS**

A. There will be at least two exams in this course. Your instructor may add chapter or lesson quizzes.

B. Students 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 extenuating circumstance will require the student to see the instructor about individual make-up examinations. Make up examinations are at the discretion of the instructor. Distance Learning students must take the examinations according to the course schedule.

VI. **SEMESTER GRADE COMPUTATION**

A. Summary of requirements point values:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams 1 (Mid-Term)</td>
<td>200</td>
</tr>
<tr>
<td>Exam 2 (Final)</td>
<td>200</td>
</tr>
<tr>
<td>Writing Assignment:</td>
<td>300</td>
</tr>
<tr>
<td>Quizzes 4 @ 50 points each</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes/Instructor Evaluation</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td>1000</td>
</tr>
</tbody>
</table>

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

**NOTE:** Grade computation is determined by instructor. Please see instructor for grade computation.

VII. **ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR**

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 or an Application for Refund. The withdrawal form must be signed by the student.

Application for Withdrawal will be accepted at any time prior to Friday of the 12th week of classes during the 16 week fall and spring semesters. The deadline for sessions of other lengths is as follows.

- Friday of 3rd week for 5-week courses
- Friday of 4th week for 6-week courses
- Friday of 6th week for 8-week courses
- Friday of 7th week for 10-week courses
- Friday of 9th week for 12-week courses
- Friday of 12th week for 16-week courses

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 withdraw 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. An 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 the 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.

C. Cellular Phones and Beeper: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

D. Americans With Disabilities Act (ADA): Disability Support Services provide 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. Review 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.

E. **Civility**: 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.

F. **Instructor Discretion**: The instructor reserves the right of final decision in course requirements.

G. **Honesty and Integrity**: 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. 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.
b. Reading assignments.
c. Homework and other assignments.

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.

b. Reading assignments.

c. Homework and other assignments.

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.
   b. Reading assignments.
   c. Homework and other assignments

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.
   b. Reading assignments.
   c. Homework and other assignments.

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.

2. Learning Activities:

   a. Classroom lecture/discussion.

   b. Reading assignments.

   c. Homework and other assignments.
Appendix 1 – Article Report Grading Criteria

Name:______________________________________

Course:_____________________________________

<table>
<thead>
<tr>
<th>ARTICLE REPORT GRADING CRITERIA</th>
<th>Point Value</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Report Criteria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copy of the article included with report.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Report submitted on time.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Article must be subject-related, current and from a recognized source. How would you answer the question: “So what does your article have to do with the hospitality industry?”</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points for Written Criteria</strong></td>
<td><strong>20</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oral Report Criteria</th>
<th>Point Value</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed presentation within time limit. Use of correct speech and presentation techniques.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points for Written and Oral Criteria</strong></td>
<td><strong>25</strong></td>
<td></td>
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</tbody>
</table>
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: _____________________________________________________