Course Syllabus

Department: Business Department

Date: 12/17/2012

I. Course Prefix and Number: HTM 130

   Course Name: Introduction to Food and Beverage

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:

   This course examines the complexities of food and beverage management. Both hotel food service operations and freestanding restaurants will be discussed. Students will explore menu planning, pricing, sanitation and safety, kitchen layout, storage facilities and principles, food preparation techniques, purchasing and inventory, beverage control, responsible beverage distribution and food service presentation methods.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This course is a required course for Hotel & Resort Management students, a business elective for business students and a general elective for all other students.

II. Course Student Learning Outcomes:

Upon completion of this course the student will be able to:

1. Analyze a menu’s effectiveness from a design standpoint, a cost perspective, and a sales standpoint
2. Describe the positions that make up a restaurant staff and explain the responsibilities that fall to each of those workers and managers
3. Demonstrate knowledge of the liabilities involved with serving alcohol and describe actions that would be considered responsible alcohol distribution
4. Determine appropriate service methods
5. Describe the process raw food and ingredients go through from purchasing to plate
6. Discuss the complementary relationship between sales and service
7. Describe the restaurant business life cycle
College Learning Outcomes Addressed by the Course:

- □ writing
- □ oral communications
- □ reading
- X mathematics
- X critical thinking
- □ computer literacy
- □ ethics/values
- □ citizenship
- □ reading
- □ writing
- □ global concerns
- □ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed)

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Mathematics</td>
<td>Students will learn the mathematical applications associated with analyzing labor usage, ingredient yield, and costing menu items and recipes.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will analyze functioning food &amp; beverage operations to determine effectiveness, efficiencies, areas for improvement, and areas of success.</td>
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<td>Global Concerns</td>
<td>Students will be introduced to global business practices and compare them to current American policies and procedures in F &amp; B. Special attention will be paid to cultural differences. Sustainability in food and beverage will be discussed.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

Textbook – The FLCC College Bookstore is able to provide information on the textbook currently being used in this course. Additional materials such as articles, digital presentations, and guest speakers may be used to supplement the textbook.

Methods of Instruction:

This course may be taught using a traditional lecture and discussion format. Group exercises, individual projects, presentations, research papers, situational analysis assignments, and student-guided dialogues may additionally be used. Voluntary and mandatory visitations and field experiences may also be utilized.
Students may be evaluated on the following basis: tests, quizzes, written homework, submitted projects and papers, group participation, attendance, and class participation.

V. General Outline of Topics Covered:
1. Development of a restaurant concept
2. Sanitation and foodborne illness
3. Proper food handling
4. Proper service styles and methods
5. Outlet layout, design and equipment
6. Sales responsibilities of the entire staff
7. Menu design, the silent salesperson
8. Approaches to F & B cost control including food cost, beverage cost, portion control, and yield management
9. Challenges of staff management
10. F & B positions
11. Responsible alcohol distribution and bar management
12. The purchasing process including ordering, receiving, storing, issuing, inventory, and storeroom management
13. Providing a safe environment for your guests
14. Dealing with suppliers
15. Product development and the uses of food
16. The food production process, prep to plate
17. Dining room management
18. Front vs. back of the house
19. Client contact and guest service
20. Restaurant realities