

HOSP M130: INTRODUCTION TO FOOD AND BEVERAGE MANAGEMENT

Originator

cdouglass

Co-Contributor(s)**Name(s)**

Baca, Josepha (jbaca)

College

Moorpark College

Discipline (CB01A)

HOSP - Hospitality Management

Course Number (CB01B)

M130

Course Title (CB02)

Introduction to Food and Beverage Management

Banner/Short Title

Intro to Food Beverage Mgmt

Credit Type

Credit

Start Term

Spring 2020

Catalog Course Description

Explores and develops techniques and procedures of management as they relate to commercial and institutional food and beverage facilities. Studies functions of management, marketing, menu development, effective cost controls in purchasing, labor and service techniques.

Taxonomy of Programs (TOP) Code (CB03)

1307.10 - *Restaurant and Food Services and Management

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

ENGL M02 - Introduction to College Writing

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:	
1	identify the basic concepts and practices of commercial and institutional food and beverage facilities.
2	explain how these concepts and practices work together to contribute to a smoothly run commercial and institutional food and beverage facility.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1	identify current trends and issues impacting restaurant/food and beverage management.
2	discuss the varying types of food and beverage operations.
3	explain the importance of food safety, sanitation and environmental safety in food and beverage operations.
4	describe procedures used for menu planning, effective purchasing, receiving, storing, and using of items in the operation.
5	identify major ongoing trends in customer behavior that will affect the restaurant/food and beverage industry.
6	describe the importance of concepts, location, and design in food and beverage facilities.
7	demonstrate management functions in food and beverage operations.

Course Content

Lecture/Course Content

14% - Fundamentals of Food Service

- Overview – origins of food service
- Types of operations

- Commercial (e.g., freestanding restaurants and bars; facilities in hotels)
 - Types of restaurants (e.g., upscale, casual, family, quick-service)
 - Catering
 - Franchises
- Non-commercial operations (e.g., healthcare; educational institutions)

10% - Marketing in Food Services

- Fundamentals of Marketing Strategy
 - Products
- Goods vs services
 - Pricing
- Pricing models
- Impact on profit
 - Distribution
- In-bound (channel)
- Out-bound (customer)
 - Promotion
- Advertising
- Public relations
- Sales
- Direct Marketing
- Personal selling

15% - The Menu, Food Cost and Menu Pricing

- Basic menu pricing (e.g., Table d'Hôte, À la Carte)
- Types of menus
- Key elements to menu planning (e.g., knowing guests, desired quality)
- Menu design
- Benefits of standardizing recipes
- Determining standard food costs
- Pricing menu items

15% - Sanitation and Safety Basics

- Food-borne illnesses
- Importance of personal cleanliness and health
- Safe food handling
 - Hazard Analysis and Critical Control Points (HACCP)
- Occupational Safety and Health Administration (OSHA)
- Foodservice accidents
- Management of sanitation and safety

10% - Sustainability

- Eco-friendly chemicals and chemical management (material safety data sheets)
- Energy and water conservation
- Waste minimization and management
- Designing and building green facilities, e.g., Leadership in Energy and Environmental Design (LEED)

12% - Service

- Types of service (e.g., table, buffet, cafeteria)
- Serving wine and other alcoholic beverages
- Guest service training
- Standard operating procedures
- Technology in guest service (e.g., point of sale systems; order entry devices)

12% - Management and Financial Functions

- Key functions: purchasing; receiving; storage; issuing
- Records management
- Special beverage management concerns
- Software for managing purchasing, storage, and issuing
- Management process (planning, organizing, coordinating, staffing, directing, controlling, evaluating)
- Organizational culture
- Managerial responsibilities and relationships

- Primary/internal – guests, owners, managers, employees
- Secondary/external – suppliers, community, government management
- Uniform system of accounts
- Operations budget
- Income statement
- Balance sheet
- Accounting software

12% - Food and Beverage and Nutritional Operational Functions

- Positions in food and beverage operations
- Organization chart
- Responsibilities of job positions
- Career considerations
- Understanding nutrients and the importance of good nutrition
- Nutritional concerns and effects on menus, pricing, etc.
- Nutritional labeling
- Managing dietary concerns

Laboratory or Activity Content

NA

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
Individual projects
Objective exams
Projects
Problem-solving exams
Participation
Quizzes
Reports/Papers/Journals
Reports/papers
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Class discussions
Case studies
Distance Education
Group discussions
Internet research
Lecture

Describe specific examples of the methods the instructor will use:

The instructor will use PowerPoint presentations, problem solving exercises, and demonstrations to explain the concepts of the course.

Representative Course Assignments

Writing Assignments

1. Written reports using Internet research on current trends and issues impacting restaurant/food and beverage management.
2. Written papers focusing on comparative analysis of the various types of food and beverage operations.

3. Written research papers on topics related to the importance of food safety, sanitation and environmental safety in food and beverage operations.

Critical Thinking Assignments

1. Examination of software systems for managing food and beverage services.
2. Study of nutrition and impact on menu selection.
3. Analysis of the fundamentals of food service.

Reading Assignments

1. Read and discuss relevant media articles relating to developments in the hospitality industry, such as learning about the growth of temporary and mobile food operations.
2. Read industry case studies and present possible solutions for problems addressed, such as proposing solutions for how restaurants can manage the changing requirements for menu labeling and Truth-in-Menu laws.

Skills Demonstrations

1. Problem-solving assignment prescribing solutions for real-world management dilemmas, such as dealing with unreliable suppliers.
2. Case study responses for handling employee issues, such as employee theft of inventory.
3. Role-playing assignments to learn how to handle guest complaints, such as bad service or undercooked food.

Outside Assignments

Representative Outside Assignments

1. Assigned writings on identifying major trends in customer behavior that impact the food and beverage industry.
2. Participation in food and beverage inventory control simulations.
3. Cooperative group project on analysis of location and design in food and beverage facilities.
4. Assigned writings on effective procedures for menu planning, effective purchasing, receiving, storing, and using of items in the operation.

Articulation

C-ID Descriptor Number

HOSP 130

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
Cal Poly Pomona	HRT 2020	Dining Room and Banquet Management	3

Comparable Courses within the VCCCD

HM R112 - Food and Beverage Management

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Cuesta College	HOSP 230	Introduction to Food and Beverage Management	3
Rio Hondo College	HOSP 104	Introduction to Food and Beverage Management	3
Napa Valley College	HOSP 125	Food, Beverage & Restaurant Management	3

Attach Syllabus

HOSP M130 Syllabus Fall 2019.pdf

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

FALL 2018

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionNinemeier, Jack D. *Management of Food and Beverage Operations*. 6th ed. Educational Institute of the American Hotel and Motel Association, 2016.

Resource Type

Textbook

Description

Brown, Amy Christine. *Understanding Food: Principles and Preparation*. 6th ed. Cengage, 2018.

Resource Type

Textbook

Description

Payne-Palacio, June, and Monica Theis. *Foodservice Management: Principles and Practices, Global Edition*. 13th ed. Pearson, 2016.

Library Resources**Assignments requiring library resources**

Research and readings from the Library's print and online resources for the creation of menus that meet nutritional guidelines.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Perform research on hospitality organizations and report findings.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51–99% online)

Hybrid (1–50% online)

100% Online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem. Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question.
E-mail	Instructor will email students with announcements about the course or an upcoming event. Students in turn may email the instructor with their questions or concerns. Depending on the situation, the students may also email their assignments or projects directly to the instructor, instead of posting it on the class web page.

Face to Face (by student request; cannot be required)	Students will have the option to meet the instructor in his/her office on campus in a classroom to work on problem solving exercises in the presence of the instructor to get one-on-one help from the instructor. Also, the students may want to meet the instructor to have a face-to-face discussion about an issue of concern.
Other DE (e.g., recorded lectures)	Instructor may record the lectures and post them for students to view within a specified time frame to be ready for the accompanying problem solving assignments. Students will upload their assignments to the course webpage to be graded by the instructor.
Synchronous Dialog (e.g., online chat)	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via an online chat. This would be the equivalent of on-line office hours. Instructor may also require students to be present on-line during certain hours of the week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. This would be a live discussion session.
Telephone	Instructor may provide a phone number to the students where they can leave a voicemail and expect a call back within 24 hours.
Video Conferencing	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via live video conferencing. This would be the equivalent of on-line office hours. Also, the instructor may choose to present a lecture to the students via video conferencing.

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100% online Modality:

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Examinations**Hybrid (1%–50% online) Modality**

On campus

Hybrid (51%–99% online) Modality

On campus

Primary Minimum Qualification

RESTAURANT MANAGEMENT

Review and Approval Dates**Department Chair**

10/29/2019

Dean

10/29/2019

Technical Review

11/07/2019

Curriculum Committee

11/19/2019

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

12/04/2019

Control Number

CCC000590982

DOE/accreditation approval date

MM/DD/YYYY