

COURSE OUTLINE

**Hotel Restaurant Management 201**  
**Restaurant Management**

**Catalog Statement**

HRM 201 covers the principles of operating a food service which are common to all types of commercial and industrial food service. The course covers such areas sales promotion, advertising, personnel, legal aspects, insurance, labor management relations.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

**Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

**Total Faculty Contact Hours: 48.0**

Prerequisite: None.

**Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

N/A

**Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- distinguish between the various brands of restaurant operations;
- engineer standardized menus for different types of restaurants;
- describe the legal issues of managing restaurants;
- demonstrate an understanding of internet marketing services.

**Course Content**

**Total Faculty Contact Hours = 48.0**

Introduction to Restaurant and Quick Service Industry (**9 hours**)

History and variety of restaurant operations

Branding and Marketing

Concept, location, and front of house design

Sanitation and safety

Nutrition Basics

Managing Restaurant Operations (**10 hours**)

Standard recipes

Purchasing, receiving, storing and issuing

Food production

Food and beverage service standards  
Labor cost control standards  
Revenue collection and control systems

**Menu Planning (10 hours)**

Factors that define a menu  
Menu engineering and design  
Menu pricing and product description  
Evaluation: menu analysis and adjustment

**Challenges of Restaurant Operations (10 hours)**

Legal aspects of restaurant management  
Restaurant kitchen layout and equipment  
Proper sanitation practices to prevent food borne illnesses  
Restaurants and the catering and banquet business  
Organization, recruiting, and staffing  
Orientation and training

**Technology in the Restaurant Industry (9 hours)**

Guest services  
Point of Sale (POS) systems  
Table management  
Gift card and loyalty programs  
Data security

**Methods of Instruction**

The following methods of instruction may be used in this course:

- lectures;
- demonstrations;
- videos;
- guest speakers;
- individual and group projects;
- field trips.

**Out of Class Assignments**

The following out of class assignments may be used in this course:

- essays (e.g. research and summarize examples of menu design techniques);
- group projects;
- individual projects (e.g. create and design a menu for a restaurant);
- field activities.

### **Methods of Evaluation**

The following methods of evaluation may be used in this course:

- presentations and/or individual projects;
- weekly oral and/or written assignments;
- midterm and final exams.

### **Textbooks**

Walker, John R. *The Restaurant: From Concept to Operation*. 7<sup>th</sup> ed. Somerset.: John Wiley & Sons, 2013. Print.

12 Grade Textbook Reading Level. ISBN: 9781118629628

### **Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- demonstrate the use of proper purchasing, storage and costing techniques to profitably operate a food service establishment.
- identify characteristics and effective leadership important to the success of restaurant industry.
- select menu options, while balancing nutrition, the use of fresh products, and the final product's texture, color, and flavor.
- evaluate current relevant issues in the foodservice industry that may include sustainability, environmental, political, and/or cultural topics.
- apply a critical thinking process of identifying, analyzing and developing solutions as they apply to financial and fiscal accountability in the foodservice industry.