

COURSE OUTLINE

Hotel Restaurant Management 202 Quick Service Restaurant Operations

Catalog Statement

HRM 202 is designed to explore the various career opportunities in the Quick Service Food Operations. Emphasis will be placed on low- to mid-range foodservice, cafeteria, retail takeout units, and franchised operations. Performance issues will also be examined in the areas of consistency, quality, service, recruitment, and pricing.

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:

- identify career opportunities with the Quick Foodservice Operations;
- develop a plan for maintaining consistency of food product, procedures, and customer service; develop a training module for enhancing customer service;
- create a recruitment-training program;
- determine pricing, cost of goods formulas, and marketing and promotions costs;
- determine a staffing guide for a foodservice operation;
- distinguish franchise costs and benefits;
- compare and contrast forms within different foodservice units;
- list the different types of quick service operations in the industry;
- list the skills and ability necessary to be successful in this environment;
- design a service system for maintaining quality level of food product;
- create a cost benefit analysis of a franchised foodservice operation;
- create a staffing guide for a 24-hour quick service food operation for 1 week;
- list areas in your community for recruiting new employees;
- develop checklists for creating efficiencies in the operation.

Course Content

Total Faculty Contact Hours = 48.0

The Numerous Levels of Fast Food and Quick Service (**8 hours**)

- Limitations
- Competitive analysis
- Expected return on investment

The Franchise System (**5 hours**)

- Operating philosophy
- Systems
- Kitchen and dining room management
- Labor management

Training in The Quick Service Culture (**5 hours**)

- Employee handbooks
- Job descriptions
- Manpower planning
- Recruiting

Unit Economics (**5 hours**)

- Financial goals
- Sales history
- Sales ratios
- Average check
- Menu sales mix
- Food, labors, and liquor costs

Business Modeling (**8 hours**)

- Price value philosophy
- Points of difference
- Competition analysis
- Operational limitations

Location Studies (**8 hours**)

- Site selection
- Demographics
- Psychographics

Role of Marketing in Quick Service Culture (**9 hours**)

- Marketing
- Merchandises
- Public relations
- Highest and best use of marketing dollars

Methods of Instruction

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

- lecture;
- multimedia;
- 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. a written profile of a particular quick service style chain restaurant or a written summary of a guest speaker's presentation);
- group projects (e.g. conduct and report on an interview with an executive of a food service chain);
- individual projects (e.g. visit and evaluate a quick service restaurant and rate it according to a pre-established set of criteria);
- field activities.

Methods of Evaluation

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

- reading assignments;
- class discussions and analysis (e.g. class discussion of current events in the food-service industry);
- midterm examination;
- final examination.

Textbooks

Parsa, H.G., *Quick Service Restaurants, Franchising and Multi-Unit Chain Management*, Current ed. London: The Haworth Hospitality Press, 2001.
10th Grade Textbook Reading Level. ISBN: 0-7890-1704-0.

Student Learning Outcomes

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

- identify career opportunities with the Quick Foodservice Operations.
- compare and contrast forms within different foodservice units.
- develop a plan for maintaining consistency of food product, procedures, and customer service.
- develop training modules for enhancing customer service.
- identify the different types of quick service operations in the industry.
- create a cost benefit analysis and staffing guide for a franchised foodservice operation.