



COURSE OUTLINE : HRM 201
D Credit – Degree Applicable
COURSE ID 001512
Cyclical Review: November 2020

COURSE DISCIPLINE : HRM
COURSE NUMBER : 201
COURSE TITLE (FULL) : Food and Beverage Operations Management
COURSE TITLE (SHORT) : Food and Beverage Operations Management

CATALOG DESCRIPTION

HRM 201 covers the common principles of managing commercial and noncommercial food service operations. The course explores such areas as the varieties of food service operations, sales and promotions, labor management issues, technology, training, service styles and menu planning.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged:0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Prerequisite: None.

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				N/A	No



EXIT STANDARDS

- 1 distinguish between the various concepts of food service operations;
- 2 describe the legal issues of managing restaurants;
- 3 describe the various methods of typical food service marketing strategies
- 4 demonstrate an understanding of service training, delivery and management

STUDENT LEARNING OUTCOMES

- 1 Describe the requirements for managing and delivering service excellence to various food service concepts
- 2 Identify the characteristics that distinguish different styles of food service operations
- 3 Effectively use management and budgetary tools to control costs and increase revenue

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction to Food Service Industry <ul style="list-style-type: none"> • History and variety of food service concepts • Branding and marketing • Concept, location, and front of house design • Sanitation and safety • Consumer trends 	10	0	10
2	Managing Food Service Operations <ul style="list-style-type: none"> • Standard recipes • Purchasing, receiving, storing and issuing • Food production • Food and beverage service standards • Labor cost control standards • Revenue collection and control systems 	10	0	10
3	Menu Planning <ul style="list-style-type: none"> • Factors that define a menu • Menu engineering and design • Menu pricing and product description • Evaluation: menu analysis and adjustment 	10	0	10



COURSE OUTLINE : HRM 201

D Credit – Degree Applicable

COURSE ID 001512

Cyclical Review: November 2020

4	<p>Elements of Food Service Operations</p> <ul style="list-style-type: none"> • Legal aspects of restaurant management • Food service kitchen layout and equipment • Responsible food service practices • Noncommercial and institutional food service • Franchising basics • Revenue and financial management 	10	0	10
5	<p>Technology in the Restaurant Industry</p> <ul style="list-style-type: none"> • Guest services • Point of Sale (POS) systems • Table management • Gift card and loyalty programs • Data security • Social media and internet marketing 	5	0	5
6	<p>The Principles of Remarkable Service</p> <ul style="list-style-type: none"> • Staffing for service • Food service training and development • Meeting guest expectations through planning • Service delivery systems of various concept types • Table setting styles and service scape layouts elements • Employee selection criteria • Training and developing employees to serve • Measuring and managing service delivery 	9	0	9
				54

OUT OF CLASS ASSIGNMENTS

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

METHODS OF EVALUATION

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



COURSE OUTLINE : HRM 201
D Credit – Degree Applicable
COURSE ID 001512
Cyclical Review: November 2020

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
The Restaurant: From Concept to Operation	Required	Wiley	8	print	Walker, John R.	ISBN: 978-1-119-32610-6	2018