

HOSP-1360: FUNDAMENTALS OF RESTAURANT/FOOD SERVICE MANAGEMENT

Cuyahoga Community College

Viewing: HOSP-1360 : Fundamentals of Restaurant/Food Service Management

Board of Trustees:

December 2021

Academic Term:

Fall 2024

Subject Code

HOSP - Hospitality Management

Course Number:

1360

Title:

Fundamentals of Restaurant/Food Service Management

Catalog Description:

Introduction and overview of many aspects of restaurant/foodservice operations and the knowledge and skills needed by various operational and management positions. Emphasis will be on front of the house operations including various types of restaurants concepts, customer service, marketing, menu development, human resources, current trends, historical overview, nutrition and ethics, technology, facilities and design, as well as variety of day-to-day managerial and operational concerns. Focus will be on restaurant operations, but banquet, catering and managed services will also be covered.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; and MATH-0930 Essential Skills for Algebraic and Quantitative Reasoning and concurrent enrollment in MATH-1190 Algebraic and Quantitative Reasoning, or MATH-0955 Beginning Algebra I, or appropriate Math placement score; or departmental approval: industry related experience.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):

Demonstrate conceptual understanding of the foodservice/restaurant industry including its history, current role and future.

Objective(s):

1. Discuss context of restaurant industry; economic impact, current state, employment, history, etc.
2. List the various aspects of food and beverage operations.
3. Cite examples of the many different types of operations that comprise the food and beverage segment of the hospitality industry.
4. Present and discuss current trends in the restaurant/foodservice industry.
5. Present information about current events and topical news in the restaurant/foodservice industry.

Course Outcome(s):

Demonstrate understanding of the primary fundamentals of menu development and planning.

Objective(s):

1. Discuss and debate role and responsibility of the restaurant/foodservice industry in terms of nutrition and health.
2. Discuss and identify the principles of menu planning and construction.
3. Identify "Truth in Menu" guidelines.
4. Identify differences between types of menus and describe when each type is used.
5. Identify how the menu and menu changes guide other areas of the operation.
6. Discuss importance of a menu, how it communicates and provides a structure for the operation.
7. Discuss the importance of incorporating basic menu planning into the development of buffet and banquet menus.
8. Identify the key factors in creating menus for foodservice/manage service operations.

Course Outcome(s):

Apply standard HR principles in regards to recruiting, retaining, and developing staff in a restaurant/foodservice setting.

Objective(s):

1. Describe the duties and responsibilities of positions related to food and beverage operations.
2. Analyze restaurant and bar menus for labor and service requirements.
3. Determine the staffing needs of a food and beverage operation and practice writing a schedule.
4. Prepare a training session for a restaurant employee.
5. Explain job descriptions as related to the dining room.
6. Discuss training procedures for dining room staff.

Course Outcome(s):

Develop understanding of the role of design, layout, and technology in relationship to operational effectiveness and customer satisfaction in a restaurant/foodservice operation.

Objective(s):

1. Discuss the role that layout and design plays in operational effectiveness and customer satisfaction.
2. Discuss the relationship of facility/layout to sanitation and workplace safety.
3. Prepare and present basic floor plan and layout of a restaurant/foodservice operation.
4. Discuss and investigate environmental impact, sustainability, energy/waste reduction and "green" initiatives in restaurant/foodservice operations.
5. Demonstrate and explain common kitchen equipment and its function. Investigate and present the latest technology in foodservice operations.
6. Discuss importance and role technology plays in foodservice operations.

Course Outcome(s):

Demonstrate standard applied business practices including an understanding of marketing principles, basic financial analysis, budgeting and forecasting.

Objective(s):

1. Relate portion control to profitability.
2. Explain the importance of preparing and following a reliable budget.
3. Calculate food cost percentage and prepare other restaurant industry calculations: forecasting, benchmarking, and budgeting.
4. Discuss and identify the fundamental principles of marketing.
5. Identify appropriate target markets for differing restaurant/foodservice concepts and locations.

Course Outcome(s):

Apply understanding of a variety of day-to-day operational and managerial concerns as they relate to restaurant and foodservice operations.

Objective(s):

1. Discuss the unique and important role of customer service to the industry.
2. Identify techniques for handling complaints and ensuring service excellence.

3. Identify day-to-day operational concerns; opening/closing the operation, preparing for and managing the shift, cash handling procedures and managing production schedules.
 4. Analyze and discuss the unique operational concerns of different foodservice operations including managed services, banquets/catering, and non-traditional foodservice outlets.
 5. Identify and practice techniques for operational analysis and continuous improvement.
 6. Discuss various food delivery systems such as banquets, buffets and catering.
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Methods of Evaluation:

1. Tests and quizzes
2. Evaluation of presentations
3. Homework and in-class exercises

Course Content Outline:

1. Introduction to Restaurant Industry
 - a. Overview
 - b. Current events
 - c. Trends
 - d. History
2. Marketing
 - a. Principles of marketing
 - b. Four P's of marketing (price, promotion, place, product)
 - c. Marketing plan
3. Restaurant concept
 - a. Define/analyze various concepts
 - b. Branding
 - c. Propose original concept
4. Menu planning
 - a. Nutrition and ethics
 - b. Principles of menu planning
 - c. Layout/format
 - d. Truth in menu
5. HR/Labor
 - a. Identify various positions
 - b. Recruiting/Interviewing/Hiring/Orientation/Training
 - c. Discipline/Coaching/Evaluations
6. Service
 - a. Handling complaints
 - b. Managing service
 - c. Analysis and improvements
 - d. Problem solving/Crises management
7. Production
 - a. Managing the shift
 - b. Analysis and improvements
 - c. Layout/equipment
 - d. Facilities Design/environmental concerns
 - e. Catering/banquets
8. Technology
 - a. Role of technology
 - b. Latest trends

Resources

Alonzo, Roy S. *The Upstart Guide to Owning and Managing a Restaurant*. Upstart Publishing Company, 2007.

Bascaro, Aicha. *The Franchise Fix: The Business Systems Needed to Capture the Power of Your Food Franchise*. Kindle ed. Difference Press, 2017.

Brown, Douglas. *The Restaurant Manager's Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation*. 5th Ed. Atlantic Publishing Company, 2018.

Brown, Douglas. *The Encyclopedia Of Restaurant Training: A Complete Ready-to-Use Training Program for All Positions in the Food Service Industry*. Atlantic Publishing Group, 2005 - Classic Text.

Davis, Bernard. *Food and Beverage Management*. 6th ed. Routledge, 2018.

Drummond, Karen Eich. *The Restaurant Training Program: An Employee Training Guide for Managers*. New York: John Wiley & Sons, 1992 - Classic Text.

Fields, Roger. *Restaurant Success by the Numbers, Second Edition: A Money-Guy's Guide to Opening the Next New Hot Spot*. 2nd. Ten Speed Press, 2014.

Foley, Ray. *Running a Bar For Dummies*. 2nd ed. For Dummies, 2014.

Garvey, Michael. *Running a Restaurant For Dummies*. 2nd ed. For Dummies, 2019.

Kent, David. *Coffee Shop Startup: Live The Entrepreneurial Lifestyle And Build A Profitable Business*. Kindle. Amazon Digital Services LLC, 2018.

Meyer, Danny. *Setting the Table: The Transforming Power of Hospitality in Business*. Harper Perennial, 2008.

Mill, Robert Christie. *Restaurant Management: Customers, Operations and Employees*. 3rd ed. New York: Prentice Hall, 2020.

Ninemeier, Jack. *Management of Food and Beverage Operations*. 7th ed. American Hotel and Lodging Association, 2022.

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