



ARKANSAS TECH UNIVERSITY

**HA/CUL 1923 – Fall 2013
Introduction to Food and Beverage Management**

PROGRAM MISSION

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

This is achieved by:

- Providing knowledge, skills, and abilities through a comprehensive academic curriculum.
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education
- Encouraging life-long learning

Instructor

Seung suk Lee, PhD
101 Williamson Hall
479-968-0371
Slee17@atu.edu

Course Meeting

M/W/F 10:00-10:50

Office Hours

MW: 8:00-10:00 & 1:00-2:00
T: 8:00-12:00

TEXTBOOK

Ninemeier, J.D. (2010). Management of food and beverage operations. 5th edition. East Lansing Michigan: Educational Institute. ISBN: 978-0-86612-344-0.

COURSE DESCRIPTION

This course introduces the practical skills and knowledge necessary for the effective management of food and beverage operations encompassing the historical timeline of food & beverage, non-alcoholic beverages, the identification of meats, fish, fruits, vegetables, dairy products, and proteins. This course also introduces the front-of-the house essentials for food and beverage operations encompassing glassware, service ware and other front-of-the house equipment.

COURSE OBJECTIVES

In this course, you are able to:

1. Identify different types of commercial food service operations.
2. Identify three levels of management and describe the elements of the management process.
3. Describe typical production and service positions and the function they play in a food service operation.
4. Identify and demonstrate an understanding of effective marketing principle and of the advantages and disadvantages of various advertising media.
5. Explain the role of the menu as a marketing tool and how it affects operating needs and identify common menu-design mistakes.
6. Identify menu planning principles, pricing styles and design considerations.
7. Summarize the advantages of standard recipes, and explain how to determine standard food and beverage costs.
8. Identify the terms and principles used in product purchasing, receiving, storing, and issuing.
9. Demonstrate an understanding of the production planning process and the basic steps in production including production controls.
10. Describe procedures for serving alcoholic beverage with care.
11. Identify factors affecting facility design, space allocation, and equipment selection.
12. Describe computer applications for food and beverage operations, and explain the value of a fully integrated food service computer system.

COURSE GRADING

Exam #1	100
Exam #2	100
Exam #3	100
Final Exam	100
Syllabus Quiz	20
Review Questions (13 @ 10)	130
Learning Contribution (Attendance and Participation) 41@2	82
Total	632 points

Grading Scale (%)

A	B	C	D	F
100-90	89-80	79-70	69-60	59-0

EXAM

Exam will be given as scheduled and covers the chapters. Please, notify the instructor *prior to* the exam if illness or other extenuating circumstances will force you to miss the exam date.

NO MAKE-UP EXAM WILL BE ALLOWED UNLESS YOU HAVE THE INSTRUCTOR'S PRIOR PERMISSION.

SYLLABUS QUIZ

This quiz helps students make sure they understand the important policies of the course.

Due date: Sept 13

REVIEW QUESTIONS

Each student must complete review questions which are located at end of each chapter. Each chapter's review question due date will be schedule. See the course schedule. Students must follow the due date and finish this assignment on blackboard.

LATE SUBMISSION POLICY

Late submission will be accepted *within 24 hours* (between 10:51 AM of the assignment due date and 9:59 AM of the next day) and *with 20% reduction* from the score earned for the submission. After 24 hours, your assignment **will not be accepted**. If I am not in my office, please turn it in to Ms. Bobbi and you must have her signature on the paper.

LEARNING CONTRIBUTION

Students are in the class are important and valuable members of this class. Each student must actively contribute each class period to our learning environment.

ATTENDANCE

Punctual attendance is required because the announced quiz will be conducted at the beginning of class and individual class activity will be given during class period. For this course to be considered a success, we need your regular attendance and active participation. **Each student is required to attend the class on time.** Your attendance will be checked at the beginning of the class. ***Students missing 1/3 of class sessions will automatically be given an "F" regardless of class performance.*** For our course to be considered a success this semester, each student must actively contribute each class period to our learning environment. ***If you leave classroom early without any notice, your attendance point will not be credited. You must notify to the instructor in advance.***

BONUS POINTS

It may be provided by the instructor depending on class procedures. AHA (Arkansas Hospitality Association) field trip is not required but the instructor strongly encourages you to attend the AHA convention and trade show in Little Rock on Sep 18-19, 2013. Students will visit booths or vendors. The AHA paper will evaluate your experience and you will earn 10 points. You are required to **attach staple cards**. Page requirement for the AHA field trip is **one page**.

Due date: 10AM, 9/25

FIELD TRIPS

It is Arkansas Tech University policy that students are not required to attend field trips. HOWEVER, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip.

Students are expected to dress in a professional manner and present him/herself as a professional. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. **Keep in mind that you are representing not only YOURSELF but ARKANSAS TECH UNIVERSITY and the HOSPITALITY/CULINARY PROGRAM.**

CLASSROOM REGULATIONS

*****Cell phones must be turned off. If you keep using your cell phone to play a game or to answer the phone, you can be asked to leave the classroom by the instructor.**

During exams and quizzes, all hats must be removed and books and notes must be stored in your backpack. It is expected that students conduct themselves **in a mature and professional manner in each class session.**

Harassment and disruptive behavior will not be tolerated. Failure to adhere to the class regulation will result in the student being asked to leave the classroom and being marked absent for that day.

ACADEMIC DISHONESTY/PLAGIARISM/ETHICS POLICY***

Each student must agree the following statement of student behavior:

- 1) Completing and submitting class materials such as homework, and exams in my name.**
- 2) Understanding policy of plagiarism that directly copy from books, publication, the internet, or other student work.**
- 3) Cheating that is made to gain undeserved intellectual credit or advantage.**

The university is strongly committed to upholding standards of academic integrity. Any incident of academic dishonesty/misconduct will be reported to the Dean of Student Office.

Any form of academic dishonesty may result in a grade of F.

Tentative Class Schedule

Date	Week	Chapter	Topic	Assignment due date
8/28	W		Introduction to course	
8/30*	F		Syllabus Quiz-NO CLASS	
9/2	M	Ch1	The food service industry	
9/4	W	Ch2	Organization of food and beverage operation	
9/6*	F		Field Trip	Review Questions (Ch 1-2)
9/9	M	Ch 3	Fundamentals of management	
9/11	W	Ch4	Food and beverage marketing	
9/13*	F		TBA	Review Questions (Ch 3-4) Last day of SYLLALBUS QUIZ**
9/16	M		Review	
9/18	W		AHA annual convention and trade show NO CLASS***	
9/20*	F		TBA	TBA
9/23	M		Exam 1 (Ch 1-4)	
9/25	W	Ch 5	Nutrition for food service operation	AHA paper-bonus point
9/27*	F		TBA	Review Question (Ch 5)
9/30	M	Ch 6	The menu	
10/2	W	Ch7	Standard production costs and pricing strategies	
10/4*	F		TBA	Review Questions (Ch 6-7)
10/7	M	Ch7	Standard production costs and pricing strategies	
10/9	W		Review	
10/11*	F		Lake Point field trip	TBA
10/14	M		Exam 2 (Ch 5-7)	
10/16	W		Spices and Herbs	
10/18*	F		TBA	TBA
10/21	M		Basic Measurement	
10/23	W	Ch 8	Preparing for production	

10/25*	F		TBA	Review Questions (Ch 8)
10/28	M	Ch 9	Production	
10/30	W	Ch 9	Production	
11/1*	F		TBA	Review Questions (Ch 9)
11/4	M	Ch 10	Food and beverage service	
11/6	W		Review	

11/8*	F		TBA	Review Questions (Ch 10)
11/11	M		Field Trip	
11/13	W	Ch 11	Sanitation and Safety	
11/15*	F		TBA	Review Questions (Ch 11)
11/18	M	Ch 12	Facility, Design, Layout, and Equipment	
11/20	W	Ch 12	Facility, Design, Layout, and Equipment	
11/22*	F		TBA	Review Questions (Ch 12)
11/25	M	Ch 13	Financial Management	
11/27	W		Thanksgiving	
11/29	F		Thanksgiving	
12/2	M	Ch 13	Financial Management	
12/4	W		TBA	
12/6*	F		TBA	Review Questions (Ch 13)
12/9	M		Review	
Final	Final		Final (Ch 11-13)	

*****Note: any aspect of this syllabus is subject to change by the instructor.*****