



ARKANSAS TECH UNIVERSITY

**HA/CUL 2003 – Fall 2013
Cost Controls**

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 2:00-3:20

Office Hours

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

Teaching Assistant

Glenna Howell
227 State Road 333 South
Russellville, AR 72802-1008
(479) 356-2125
ghowell@atu.edu

COURSE DESCRIPTION

HA/CUL 2003 is designed to help students understand revenue and cost control in foodservice and lodging operations. The course focuses on management, profit planning, and food, beverage, and labor cost control in hospitality industry. Application of principles related to procurement, production, and inventory controls will be covered via lectures, practice problems, and assigned readings.

COURSE MATERIALS

1. Required textbook:

Dittmer, P. R., & Keefe, J. D. (2009). Principles of Food, Beverage and Labor Cost Control, 9th edition, John Wiley & Sons, Inc, Publisher: Hoboken, New Jersey. ISBN: 978-0-471-78347-3

2. Calculator.

***You will need a calculator for every classroom examples and homework problems. ***YOU MUST HAVE YOUR OWN CALCULATOR FOR EACH CLASS AND EXAM-
NO SHARING IS ALLOWED. COMMUNICATION DEVICES SUCH AS CELL
PHONES AND OTHER ELECTRONICAL DEVICES (i.e., iPods) CANNOT BE
SUBSTITUTED FOR A CALCULATOR AND THEY WILL NEED TO BE
POWERED OFF DURING THE CLASS.******

Your calculator will be checked by the instructor every class. If you forget to bring a calculator, you may have to take the exam without a calculator.

COURSE OBJECTIVES

In this course, you are able to:

1. Discuss and understand various basic concepts of cost controls:

1. Food, beverage, and labor cost
2. Cost-volume-profit analysis
3. Cost based pricing
4. Procurement, production, and inventory control
5. Specifications

2. Revenue controls:

1. Menu engineering
2. Cost-volume-profit analysis

COURSE FORMAT

Each class meeting is conducted in combination of lectures and example problems.

COURSE GRADING

Exam #1	100
Exam #2	100
Exam #3	100
Exam #4	100
Final Exam	100
Homework Problems (7 @ 30)	210
Learning Contribution (Attendance and Participation) 28@2	56
Total	766 points

Grading Scale (%)

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

EXAM

There are four exams and one final exam. Final exam will not be a comprehensive exam. All exams will be counted. **NO MAKE-UP EXAM WILL BE ALLOWED UNLESS YOU HAVE THE INSTRUCTOR'S PRIOR PERMISSION.**

HOMEWORK PROBLEMS

Specific homework problems will be assigned in class one week before the due date. Homework will be given to you 7 times during a fall semester and must be turned in on the due date and at the beginning of class. **If you are unable to attend class, you can turn your homework in early.**

LATE SUBMISSION POLICY

Late submission will be accepted *within 24 hours* (between 3:21 PM of the assignment due date and 1:59 PM 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 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: 11AM, 9/25

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	Day	Chapter	Topic	Assignment due date
8/28	W		Introduction to course	
9/2	M		NO CLASS-labor day**	NO CLASS
9/4	W	Ch1	Cost and sales concepts	
9/9	M	Ch2	The control process	
9/11	W	Ch3	Cost-volume-profit analysis	
9/16	M	Ch3	Cost-volume-profit analysis	Homework #1
9/18	W		NO CLASS-AHA trade show**	
9/23	M		Review	
9/25	W		Exam #1 (CH 1-3)	AHA paper-bonus point
9/30	M	Ch4	Food purchasing and receiving control	
10/2	W	Ch 5	Receiving, storing, and issuing	Homework #2
10/7	M	Ch6	Food production control I: portions	
10/9	W	Ch7	Food production control II: Quantities	Homework #3
10/14	M		Review	
10/16	W		Exam #2 (CH 4-7)	
10/21	M	Ch8 Ch 9	Monitoring foodservice operations I: monthly inventory and monthly food cost Daily food cost	
10/23	W	Ch10	Actual versus standard food costs	Homework #4
10/28	M	Ch 11	Menu engineering and analysis	
10/30	W	Ch 12	Controlling food sales	Homework #5
11/4	M		Review	
11/6	W		Exam #3 (CH 8-12)	
11/11	M	Ch 13	Beverage purchasing control	
11/13	W	Ch14/ Ch 15	Beverage receiving, storing, and issuing control Beverage production control	
11/18	M	Ch16 Ch 17	Monitoring beverage operations Beverage sales control	Homework #6
11/20	W		Review	
11/25	M		Exam #4 (CH 13-17)	
11/27	W		Thanksgiving	
12/2	M	Ch 18	Labor cost considerations	
12/4	W	Ch19/ Ch 20	Establishing performance standards/ Training staff	Homework #7
12/9	M		Review	
Final			Final Exam (CH 18-20)	Final exam date will be arranged by university final exam schedule.

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