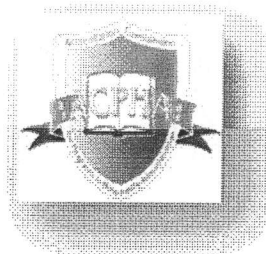


**Arkansas Tech University**  
**Department of Parks, Recreation and Hospitality Administration**  
**CUL /HA 1923 INTRODUCTION TO FOOD AND BEVERAGE MANAGEMENT**  
**Fall 2008**

**Hospitality Administration Mission Statement**



The mission of the Hospitality Administration Program is to provide quality education in Hospitality Administration and provide a foundation for professional growth and development. 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

**Catalog Description:** Pre-requisite CUL/HA 1013. 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, fishes, 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. ✓

**Class Times** MWF 11:00-11:50 AM

**Location of Class:** Room 125 and Dining Hall

**Instructor** Susan West  
106 Williamson  
479-356-6205 Office  
Email: [swest7@atu.edu](mailto:swest7@atu.edu)

**Office Hours**

Monday 8:30 am - 10:00 am  
Tuesday 9:00 am - 12:00 pm  
Wednesday 8:30 am - 10:00 am  
Thursday 9:00 am - 12:00 pm  
AND 3:30 pm - 5:30 pm

\*\*or by appointment

**Course Materials****Required Text:**

- *Management of Food and Beverage Operations (4<sup>th</sup> Edition)*  
Ninemeir; ISBN: 978-0-86612-268-9
- *Prentice Hall Dictionary of Culinary Arts, The (Trade Version), 2/E*  
Ingram, Labensky, Labensky; ISBN-10: 0131716735
- *Case Studies in Commercial Food Service Operations (1<sup>st</sup> Edition)* Fisher,  
Ashley ISBN: 978086612248

**Learning Outcomes and Artifact**

CUL/HA Course Number	CUL/HA Course Title	ACPHA Standard(s)	Learning Outcome(s)	Artifact(s)
CUL/HA 1923	Introduction to Food & Beverage Management	Historical overview of the hospitality industry and the profession	<i>Identify</i> the role history has played in Food & Beverage development. Be able to <i>identify</i> the basic components associated with Front of House operations.	Exams, Paper, Oral Presentation
		Provision of sufficient areas of specialization to allow student to develop individual interests and talents	<i>Discover</i> particular areas of the food and beverage industry which hold an interest to the student.	Special meals and/or events

## **Course Format**

Classroom procedure for this class may include all of the following formats: lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, and/or guest speakers.

## **EVALUATION AND GRADING**

### **Methods of Evaluation:**

2 Exams @ 100 points	200 points
Case Studies	100 points
Projects	200 points
Vocabulary	200 points
Participation	<u>300 points</u>
<b>Total Points</b>	<b>1000 points</b>

<b>Grading Scale:</b>	A = 90% and above	<920 points to 1000>
	B = 80-89%	<840 points to 919>
	C = 70-79%	<760 points to 839>
	D = 60-69%	<680 points to 759>
	F = 59% or below	<579 points and below>

### **Exams**

There will be 2 exams worth 100 points given in this course, including the final which is cumulative. They will be taken from your text as well as discussion and lecture. The exams will include: multiple choice, true/false, fill-in-the-blank, short answer or essay. Total available points will be 200.

### **Case Studies**

Additional reading assignments will be included as part of your grade. This will include case studies to be read and analyzed. You will answer discussion questions and turn in typed responses. Total points available are 100.

### **Vocabulary**

Every Monday you will have a list of vocabulary terms, these will be due every **Friday**. They will be typed and either emailed to me or brought into class. Total points available are 200 points.

### **Projects**

**To be discussed worth 200 points**

## **Participation**

This class is unique in that it is very much hands-on, meaning you will be representing yourself and demonstrating knowledge as you move through the course. There will be special events that you will need to look professional. You will be required to purchase a pair of black pants, NOT jeans and either a black shirt, or a T-shirt with Williamson Hall logo on it. Shoes should be closed-toed and no flip-flops. I will send you home from class if you are not dressed appropriately.

## **Extra Credit**

I may offer extra credit or bonus points throughout the semester. Including, but not limited to, assistance with special events, papers, newscasts and other opportunities that will arise throughout the semester.

## **CLASS POLICIES**

### **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.

### **Field Trip Etiquette**

I expect you to dress in a professional manner and carry yourself as professionals. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. You are representing Arkansas Tech University, the Hospitality Department and yourself.

### **Course Requirements**

The following are course requirements for Introduction to Hospitality Management:

- Attendance and participation in each class lecture.
- Completion of all assignments in a timely manner. All late homework will decrease in value by 10% each day the assignment is late.
- Completion of four (4) exams as well as assigned readings. You will also be responsible for journals and readings.
- No smoking during class times or breaks.
- No use of any other type of tobacco products.
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please do not text during lecture or group work.

### **Special Needs**

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with special needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

## **Academic Honesty**

Academic dishonesty or misconduct is not condoned nor tolerated at Arkansas Tech University. Unless stated otherwise all assignments for this course are to be completed independently without assistance from or in collaboration with others. Please refer to the Regulations and Procedures Section in the 2008-09 ATU (Tech) Undergraduate Catalog.

Be advised that any of your work including papers/reports may be reported to [www.turnitin.com](http://www.turnitin.com) for plagiarism. Any student found cheating will be dealt with severe penalty, including expulsion from the University.

## **ATU Attendance Policy**

2008-2009 Undergraduate Catalog; page 72. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended. Therefore, I will give 1 (one) point per class that the student is present.

## **Your Role as a Student**

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in any way possible and together we can have a wonderful semester!! Welcome to the Hospitality Industry!!!

## **Schedule\*\*Subject to change if needed\*\***

August 20	Welcome and Expectations
August 22	Luncheon
August 25	Luncheon
August 27	Chapter 1 The Food Service Industry
August 29	Event
Sept 1	LABOR DAY NO CLASS
Sept 3	Chapter 2 Organization of Food and Beverage Operations
Sept 5	Chapter 3 Fundamentals of Management
Sept 8	Luncheon
Sept 10	LUNCH for public

Sept 12	Chapter 4 Food and Beverage Marketing
Sept 15	Chapter 5 Nutrition for Food Service Operations
Sept 17	LUNCH (Work with Ray-Susan out of town business)
Sept 19	Chapter 6 The Menu
Sept 22	Chapter 7 Standard Product Costs and Pricing Strategies
Sept 24	LUNCH
Sept 26	Exam 1 over Chapters 1 thru 7
Sept 29	Chapter 8 Preparing for Production
Oct 1	LUNCH
Oct 3	Chapter 9 Production
Oct 6	Chapter 10 Food and Beverage Service
Oct 8	LUNCH
Oct 10	Luncheon
Oct 13	Chapter 11 Sanitation and Safety
Oct 15	LUNCH
Oct 17	Review
Oct 20	Review
Oct 22	LUNCH
Oct 24	Chapter 12 Facility Design, Layout and Equipment Chapter 13 Financial Management
Oct 29	LUNCH
Oct 31	Case Studies
Nov 3	Vocabulary
Nov 5	LUNCH
Nov 12	LUNCH
Nov 19	LUNCH
Nov 21	Guest Speaker
Nov 24	Film
Nov 26	THANKSGIVING HOLIDAY **NO CLASS

Nov 28      THANKSGIVING HOLIDAY \*\*NO CLASS

Dec 1      Review for final

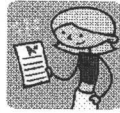
Dec 3      LUNCH

Dec 5      Review for CUMULATIVE FINAL

Dec 8      Last Day of class

Dec 10-16

**FINALS WEEK**



\*\*\*LUNCH donates regular Wednesdays in Williamson for the public  
Luncheon is for outside venue