



Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
CUL/HA 2003 Cost Controls
Fall 2009

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: This course will study of the role of cost control management on the overall profitability of hospitality entities. Basic principles of purchasing food, beverage, and non-food items with regards to maintaining an operation's competitive advantage within the industry will be covered. ✓

CUL/HA Course Number	CUL/HA Course Title	ACPHA Standard(s)	Learning Outcome(s)	Artifact(s)
CUL/HA 2003	Cost Controls	Financial management of hospitality goods and services;	The student will <i>recognize</i> the importance of purchasing and cost controls on profitability, and will <i>explain</i> management's role in cost control.	Exams, Comprehensive Final and Special Projects
		Administrative processes, including the integration of analysis and policy	The student will <i>differentiate</i> among various formulas used for cost control	Exams, Comprehensive Final and Special Projects

		determination at the overall management level;	management and will <i>interpret</i> the methods used to efficiently and effectively control costs within the hospitality industry.	
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Instructor: Ray Moll, MBA
 105 Williamson
 479-968-0607 Office
 501-977-4258 Cell
 Email: rmoll@atu.edu

Office Hours: By Appointment

Class Times: TBA

Location of Class: TBA

Required Text: Food and Beverage Cost Control, 4th Edition, John Wiley & Sons, Lea Dopson, David Hayes, Jack Miller, ISBN 978-0-471-69417-5, Managerial Accounting, Competency Guide, National Restaurant Association Educational Foundation, ISBN 978-0-13-241462-3

Student Accommodations: 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 accommodation needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty: You are expected to be honest and truthful in and out of the classroom. You will be required to submit your own original work. You will be expected to:

- Present written work that is yours alone.
- Correctly document any material from a textbook, pamphlet, journal, etc. that is used for an assignment.
- Only use authorized devices or materials for an examination and no copying from other student's papers or tests.
- Document material correctly; as plagiarism is defined as stealing and presenting as one's own ideas or words those of another.

Any questions in reference to academic honesty can be found in the Arkansas Tech University Handbook. Be advised that any of your work including papers/reports may be

reported to www.turnitin.com for plagiarism. Any student found cheating will be dealt with severe penalty, including expulsion from the University.

Classroom Procedure: 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.

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. Please see "Alternative Assignments" for the requirements of the project/paper. The instructor will determine the length of the paper and the topic of the paper.

Field Trip Etiquette: The instructor expects you to dress in a professional manner. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. Please note personal hygiene guidelines on separate handout for hygiene expectations. You are representing Arkansas Tech University, the Hospitality Department and yourself. You only get one chance to make a good first impression.

Course Requirements: The following are course requirements for Cost Controls:

- 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 and one (1) comprehensive final over all materials covered in class as well as assigned readings. You are required to take exams at the designated time and will only be allowed make-up exams with a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam. You will also be responsible for the timely completion of a special project(s).
- No smoking during class times or breaks.
- No use of any other type of tobacco products.
- No chewing of gum or use of candy.
- No food or beverage consumption during lectures (unless you share with me).

Exams: There are four (4) exams for this course and one (1) comprehensive final exam. The exams will each weigh 100 points. The final will be comprehensive and weigh 200 points. The instructor reserves the right to make any/all exams using multiple choice, true/false, fill-in-the-blank, short answer or essay. No exam will be made up without a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam.

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. **NOTE: points will be given for class attendance.**

Extra Credit: The instructor may offer extra credit or bonus points throughout the semester. Methods of extra credit are at the discretion of the instructor and can be terminated and/or changed without prior notice.

Alternate Assignments: The instructor reserves the right to add and/or delete assignments from this syllabus. For projects/papers the following guidelines shall be adhered too: cover page, references listed on reference page, typed in 12 point Times Roman font, with 1-inch margins and doubled spaced.

Methods of Evaluation:

4 Exams @ 100 points	= 400 points
Homework/Projects	= 200 points
2 Special Projects @ 100	= 200 points
Comprehensive Final	= <u>200 points</u>
Total Points	= 1000 points

Grading Scale:

A = 90% or above
B = 80-89%
C = 70-79%
D = 60-69%
F = 59% or below

Week By Week Breakout

Week 1	Managing Revenue & Expenses
Week 2	Determining Sales Forecasts
Week 3	Managing the Cost of Food
Week 4	Managing the Cost of Beverage
Week 5	Managing the Cost of Furniture, Fixtures & Sundries
Week 6	Managing the Food & Beverage Production Process
Week 7	Managing Food, Beverage & Rooms Pricing
Week 8	Managing the Cost of Labor
Week 9	Controlling Other Expenses
Week 10	Analyzing Results using the Income Statement
Week 11	Planning for Profits
Week 12	Maintaining & Improving the Revenue Control System
Week 13	Global Dimensions of Management & the Role of Technology
Week 14	Managing Payables & Receivables
Week 15	The Capital Budget

Comprehensive Final To Be Announced