CHTL Telephone: 941-359-4563

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism

COURSE CREDIT HOURS: 3

COURSE DESCRIPTION: The objective of this course is to learn basic cost control techniques and apply them to a foodservice industry.

COURSE TOPICS: This course will cover the following content areas:

1. Sales forecasting
2. Food and beverage cost control
3. Profitable menus

COURSE OBJECTIVES:

1. Determine sales forecast.
2. Calculate ratios related to cost of food, cost of beverage, and cost of labor.
3. Analyze financial results using an income statement.
4. Determine food and beverage pricing.
5. Plan profitable menu.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT: The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make decisions using critical thinking and problem solving skills.
5. Evaluate diversity and ethical considerations relevant to the hospitality industry.

COURSE STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:

1. Discuss the importance of internal control. (aligns to PLO 1)
2. Calculate common ratios that are used in a food and beverage cost control. (aligns to PLO 1)
3. Describe techniques in planning profitable menus. (aligns to PLOs 1,4)
4. Describe approaches that help to reduce restaurant theft. (aligns to PLOs 1,4)
5. Examine different types of menus (aligns to PLO 1,4)
6. Explain the importance of maintaining the proper sales history (aligns to PLO 1)
7. Examine challenges that a food and beverage manager may face while working overseas. (aligns to PLOs 1,5)

TEXT AND MATERIALS:


CANVAS USE:
The class syllabus is posted in CANVAS, an online course management system. In this class CANVAS will be used for course announcements, grading, assignment information, and some assessments.
Information on how to use CANVAS is available at: http://www.sarasota.usf.edu/Academics/DE/current_students.php
Other sources for assistance are the toll-free hotline, (866) 974-1222 or the live online help site: http://usfsupport.custhelp.com/app/chat/chat_launch

USFSM POLICIES:

A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.
B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.
C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor
Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. Disabilities Accommodation: Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information Disability Coordinator: 359-4714; disabilityservices@sar.usf.edu; http://www.usfsm.edu/students/disability/

E. Fire Alarm Instructions: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. Religious Observances: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. Web Portal Information: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Blackboard course information via that address.

H. Sexual Misconduct/Sexual Harassment Reporting: USFSM is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence (USF System Policy 0-004). The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report. Please be aware that in compliance with Title IX and under the USF System Policy, educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The Deputy Coordinator for USFSM is Mary Beth Wallace, AVP for Student Enrollment, Engagement and Success, 941-359-4330 or marybeth@sar.usf.edu.

Campus Resources:
Counseling Center and Wellness Center 941-487-4254
Victim Advocate (24/7) 941-504-8599
List of off-campus resources:
Hope of Manatee: 941-755-6805
Safe Place & Rape Crisis Center (SPARCC) – Sarasota: 941-365-1976
First Call for Help-Manatee: 941-708-6488
Sarasota & North Port 941-366-5025
Manatee Glens: 941-782-4800
Disputing a Grade
If you need to discuss a grade on an assignment or a grade for class please make an appointment with me to meet on campus. Prepare an explanation for why you believe there is an error before coming to this meeting.
Exams: If you are absent for an exam you have 24 hours to contact the instructor to make the arrangements for taking the exam.

Criteria for Assigning Grades:

Midterm Exam: 30%
Quizzes: 20%
Attendance: 10%
Presentation: 10%
Final Exam: 30%

Grading Scale:

90-100% A
80-89% B
70-79% C
60-69% D
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 6</td>
<td>Overview of the Course</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Managing Revenue and Expense</td>
<td></td>
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<tr>
<td>Jan 13</td>
<td>Determining Sales Forecast</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td>Managing the Cost of Flood</td>
<td>Chapter 3</td>
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<tr>
<td>Jan 20</td>
<td>Managing the Cost of Beverage</td>
<td>Chapter 4</td>
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<tr>
<td>Jan 27</td>
<td>Managing the Food and Beverage Production Process, Managing Food and Beverage Pricing</td>
<td>Chapter 5</td>
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<tr>
<td>Feb 3</td>
<td><strong>Mid-Term Exam</strong></td>
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<tr>
<td>Feb 10</td>
<td>Managing the Cost of Labor</td>
<td>Chapter 7</td>
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<tr>
<td>Feb 17</td>
<td>Controlling Other Expenses</td>
<td>Chapter 8</td>
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<tr>
<td>Feb 24</td>
<td>Analyzing Results Using the Income Statement</td>
<td>Chapter 9</td>
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<tr>
<td>Mar 3</td>
<td>Spring Break</td>
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<tr>
<td>Mar 10</td>
<td>Planning for Profit</td>
<td>Chapter 10</td>
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<tr>
<td>Mar 17</td>
<td>Maintaining and Improving the Revenue Control System, Using Technology to Enhance Control Systems</td>
<td>Chapter 11</td>
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<tr>
<td>Mar 24</td>
<td>TBA (Tour)</td>
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<tr>
<td>Mar 31</td>
<td>TBA (Tour)</td>
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<tr>
<td>Apr 7</td>
<td>Presentations</td>
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<td>Apr 14</td>
<td>Presentations</td>
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<tr>
<td>Apr 21</td>
<td>Presentations</td>
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<tr>
<td>Apr 28</td>
<td><strong>Final Exam</strong></td>
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</table>
***You must send your presentation to me electronically before you present. For each day you are delayed I will be deducting 5 points from your total grade.

Total Mark: _________