Instructor: Joe Askren MBA, CEC, CCE
Office: Culinary Innovation Lab
Steve Seidensticker, restaurant owner/entrepreneur
E-Mail: Please communicate with me on Canvas Conversation
Canvas Conversation
Office Telephone: 941-359-4229
Office Hours: Mon-Wed: 11am-3pm
or by appointment

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism; FSS 3231 Introduction to Food Production Management; HFT 3424 Cost Control (HFT 3424 Cost Control can be taken in the same semester as HFT 3263 Restaurant Management)

COURSE CREDIT HOURS: 3

COURSE DESCRIPTION: Management of food and beverages as they relate to planning, marketing, production, supervision and cost control in restaurants and catering food services, with emphasis on techniques of food preparation, menu merchandising, food safety, bar services and wine list.

COURSE TOPICS: This course will cover the following content areas:
1. Restaurant planning and marketing
2. Food and beverage production strategy
3. Human resources and supervision in the restaurant industry

COURSE OBJECTIVES:
1. Explain the planning and marketing strategies for successful restaurants
2. Indicate the knowledge and skills associated with restaurant operations and human resources

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. Compare and contrast chain, franchised and independent restaurants. (aligns to PLOs 1,4)
2. Describe the advantages and disadvantages of buying, building and franchising restaurants. (aligns to PLOs 1,4)
3. List and describe the various kinds and characteristics of restaurants. (aligns to PLOs 1)
4. Formulate appealing menus. (aligns to PLOs 1,3)
5. Identify factors to consider when developing a restaurant and why a restaurant concept might fail. (aligns to PLOs 1,2)
6. Forecast restaurant sales, develop budgets and income statements, cash flow statements and control procedures for managerial decision making. (aligns to PLOs 1,2,4,5)
TEXT AND MATERIALS:

REQUIRED TEXT: The Restaurant Form Concept to Operation 7th ed.2011 Author: John R. Walker, Publisher, John Wiley and Sons.

CANVAS USE:

The class syllabus is posted in Canvas, an online course management system. You must have an active Canvas account. You must have it active on or before the second-class meeting. I post PowerPoint slides, course material and other information on Canvas, which you must read. Also, any changes or additions specific to class may be announced and posted here. It is your responsibility to periodically check Canvas between class meeting times.

Canvas may be accessed using your net ID and password. Go to: usflearn.instructure.com

COMPUTER LAPTOP USE:

USFSM requires all students to have laptops to bring with them to class. Students are invited to bring their laptops to class whenever they wish (except exam days) for note taking and course-related research purposes. Any student suspected of checking Facebook or other social media, playing games, or using their computer for other, non-course-related activities will lose this privilege for the remainder of the semester.

GRADING, EVALUATION AND ATTENDANCE POLICIES:

Quizzes (440 pts):
13 Quizzes consisting of 30 multiple-choice questions will be available at the beginning of the semester. There is also a final exam quiz consisting of 50 questions. Please complete all quizzes on CANVAS before April 28th at midnight. I would suggest that you pace your quiz-taking with class discussion as we will work our way through theses chapters over the 15 week semester. There are an unlimited number of times that you can take each quiz. I will use your highest quiz grade on each chapter quiz.

Restaurant Practicum (20 Hours = 200 points):
**100 word summary on the Discussion board needed for full points. Please make sure to click onto the correct discussion link (FOH or BOH).
**Signature on the MOD confirmation sheet is needed for full credit. See files for MOD sheet.
**Last day to complete this assignment is on April 25th.

Front of the House (FOH- 80pts): Students will complete two blocks at one of our chosen restaurants. Each block is 4 hours long. You will need to sign up for each block on your own. This will allow you to fit this assignment into your schedule. See me for scheduling.

Back of the House (BOH- 80pts): Students will complete two blocks at one of our chosen restaurants. Each block is 4 hours long. You will need to sign up for each block on your own. This will allow you to fit this assignment into your schedule. See me for scheduling.

Catering (40 pts): Students will complete one block at one of our chosen restaurants. The catering block is 4 hours long. You will need to sign up for each block on your own. This will allow you to fit this assignment into your schedule. See me for scheduling.

Clearwater Beach Uncorked Event (60pts):
>>Clearwater Beach Uncorked 2015
Students will attend the mandatory VIP Food and Wine event on Sunday, February 8th. This will be a real-life event experience and will become a major topic point for the remainder of the semester. It will also represent a significant percentage of your grade. Please enter this on your calendar and make arrangements at work if needed. A mandatory pre-event meeting will be scheduled for Sunday, February 1st 12:00 noon at the Culinary Innovation Lab in Lakewood Ranch. There will be no class on Tuesday, February 3rd. Duties will consist of volunteer type responsibilities. Each student will submit a 3-page event reflection, which will be due 7 days after the event. APA format required.

Event Website: http://clearwaterbeachuncorked.com/home/
CIL Event Hours (40 points):
Student will work 5 hours at the Culinary Innovation Lab. This assignment is designed to give students food & beverage experience and also helps the CHTL promote the program to the community. On a "first-come, first-served" basis each student will log a total of 5 hours. This may come from any event that is approved by the instructor. Please contact Anne Castellina to sign up for your CIL Event Hour assignment (acastellina@sar.usf.edu). Please make sure you are 100% committed before signing up. You will be penalized 10 points for changing your original signup to another event. You will be penalized 25 points for failing to show up for your chosen event. Last day to complete this assignment is on April 25th.
**Note: 5 hours equates to 1 event at the CIL.

In class participation (50 points):
Students will be expected to participate during in-class discussion. This will include discussions of the student’s restaurant practicum experiences, events, topics of interest from the text, tours etc. On-time attendance is encouraged for full credit.

Investigations (100):
You will be asked to post a brief summary (100 word minimum) of each upcoming topic in the Discussion section of Canvas. These summaries will be due Monday nights before class. You will not receive credit for late discussion posts. Please see the Canvas Discussion section of the course for each Investigation. Also, I encourage you to reply to your peers on their comments and summaries. On most class days, a student will be assigned to give a Topic Presentation on this Investigation topic. The objective of each investigation is to motivate you to think about the topics before class. Please use proper grammar in the discussions and site sources only if needed.

Student Topic Presentations (100 points):
Each student will sign up for a topic presentation on the first day of class. Topic presentations will be scattered throughout the semester. Your presentations will assist with the discussion on that day. The instructor will add to your presentations in order to enrich the overall discussion. The goal will be to present the entire class with valuable restaurant management knowledge. You will be required to generate a minimum of 3 slides (not including title and references). Each slide should be used to help guide your discussion. Please do not read word for word off of the slide. Remember, the slides are used to help you present. You may use other notes to coincide with the slide presentation. Feel free to use Prezi if you wish. You will be graded on the content and success of your presentation.

The Topic presentations will coincide with the Investigation assignments. You do not have to complete an Investigation for the same week you are assigned the Topic Presentation.

Tentative Industry Guest Lecturers (+/- 50 points):
We will welcome several guest speakers into class during the semester. Many of them will enhance our Investigations and Topic Presentations. During the discussion, you will be asked to craft 2 questions to ask the guest speaker. You will also fill out a reflection form after the guest lecture. There are no make-ups for missing a guest speaker.

Steve Seidensticker, Owner of Libby’s, Louie’s Modern, and Francis Catering (Co-teach)
Mike Quillen, Owner of Gecko’s Restaurants (Feb or Mar)
Michael Klauber, Michaels on East (Mar or April)
Deb Mezzaferro, Sommelier (April)
Skip Sack (March)
In-class Restaurant Owners Meeting (tentative March 10th)

No Class on these dates:
February 3rd, March 3rd
### In-class participation Rubric

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<th>Criteria</th>
<th>40 or less</th>
<th>60</th>
<th>80</th>
<th>100</th>
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<tr>
<td>Class Attendance</td>
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<tr>
<td>40 or less</td>
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<td>Hardly ever</td>
<td>Occasionally</td>
<td>Most of the time</td>
<td>All the time</td>
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<td>Engages in discussions</td>
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<td>Professionalism</td>
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<td>5</td>
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<tr>
<td>Leading Discussion Role</td>
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<tr>
<td>Poor: student was not prepared and discussion was not well facilitated</td>
<td>Fair: could have been better prepared, discussion experience was average</td>
<td>Good: came prepared and facilitated a solid discussion</td>
<td>Excellent: came well prepared and facilitated an exceptional discussion</td>
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<td>5</td>
<td>20</td>
<td>35</td>
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<td>Total Possible: 200</td>
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**GRADE SCALE**

95-100 = A+
93-94 = A
90-92 = A-
88-89 = B+
83-87 = B
80-82 = B-
78-79 = C+
73-77 = C
70-72 = C-
68-69 = D+
63-67 = D
60-62 = D-
59 & below = F

**COURSE SCHEDULE:**

**Restaurant Management – Fall 2014**

**Module 1**

**Task 1:** Introduction

Read Syllabus, Read Course Practicum Information Sheet

**Task 2:** Introduction

Read Chapter 1

*Read "The Origins of the Restaurant". This is a short article on the history of restaurants and contradicts much of what is commonly accepted as early restaurant history. I encourage you to read through all of the other tabs on this website (The Evolution of the Restaurant Review).
Task 3: Restaurant Practicum Protocol -
Meet at Libby’s on January 13th @ 8:30 am
Discuss protocol for restaurant practicum
1917 S Osprey Ave, Sarasota, FL 34236

Task 4: Characteristics and Concepts
Read Chapter 2 and Chapter 3
**Take 3 Quizzes (1, 2, 3)

Module 2
Task 5: Marketing
Read Chapter 14

Task 6: Menu Development
Read Chapter 4
**Take 2 Quizzes (14, 4)

Module 3
Task 7: Planning and Equipment
Read Chapter 5
**Clearwater Beach Uncorked Event
Students will observe and assist with this event on Sunday February 9th from 11:30 to 5pm.

Task 8: Food Purchasing
Read Chapter 6

Task 9: Bar and Beverages
Read Chapter 7
**Take 3 Quizzes (5, 6, 7)

Module 4
Task 10: Operations, Budgeting and Control
Read Chapter 8
-Review Math Notes File
-Complete In-class math examples on Oct 15: Ratio, P&L, Food Cost, Labor Cost

Task 11: Food Production and Sanitation
Read Chapter 9
Task 12: Leadership and Management
Read Chapter 10 (no quiz)

Task 13: Organizing, Recruiting, and Staffing
Read Chapter 11

**Take 3 Quizzes (8, 9, 11)

Module 5

Task 14: Service and Guest Relations
Read Chapter 12

Task 15: Financing and Leasing
Read Chapter 15

**Take 2 Quizzes (12, 15)

Task 16: Review for Final, Recap Event
Final Exam Handout will be given

**Please finish all Quizzes by and Final Exam on Tuesday April 28 th by midnight. No Exceptions.

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, 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: 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: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.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.