University of South Florida Sarasota-Manatee  
College of Hospitality and Technology Leadership (CHTL)

HFT 3263  
Restaurant Management

Instructor: Joe Askren MBA, CEC, CCE  
Office: Sarasota Campus A 319, CIL  
Steve Seidensticker, restaurant owner/entrepreneur  
E-Mail: Please communicate with me on 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

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 December 5th 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.

*31% of grade

Restaurant Practicum (22 Hours = 480 points):
**5 min round table summary during class will be needed for full points-

Front of the House (FOH- 150pts): 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- 150pts): 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.

Attend Owners Meeting (50pts): Students will attend at least one owners meeting at one of our chosen restaurants. This will give you a behind the scenes look at restaurant strategy and management. See Canvas announcement for dates to choose from. These meetings will be on Thursday afternoons. You will be sitting in on a “real” owners meeting.

Wine Seminar (50pts): There will be 2 wine seminars scheduled throughout the semester. You will need to attend at least 1. These will be held at the Louie’s Modern Restaurant in Sarasota.

Beverage/Food Purchasing (80pts): This lecture will be held in one of the regularly scheduled class times on Monday. Date TBD.

*33% of grade

Service Functions/Practical (75pts):
**5 min round table summary during class will be needed for full points-

Students will be trained an help service the following the events:
>>>Brunch on the Bay Event, November 2nd on Main Campus
Students Arrive at 10:00am, Function Starts at 12pm, End of Event 2pm

*5% of your grade.
Tour of Industry (100 points):
**5 min round table summary during class will be needed for full points-
>>Gamble Creek Farms, November 17th
14950 Golf Course Road
Parish, FL
>>Gecko’s Restaurant, October ??

*7% of grade

CIL Event Hours (125 points):
Student will work 5 hours at the Culinary Innovation Lab. On a first come first serve basis, each student will log a total of 5 hours. This may come from any event that is approved by the instructor. See on-going list of events.
**Note: 5 hours equates to 1 event at the CIL.
*9% of grade

In class participation (200 points):
Students will be expected to participate during in-class discussion. This will include discussions of the student’s restaurant practicum experiences, events, text book topics of interest, tours etc. On-time attendance is encouraged for full credit.

Student Facilitated Topics (50 out of the 200 points):
Each student will be put into a topics group (3 or less). The group will be in charge of leading the discussion for that week. This list with groups and assigned topics will be emailed to you during the end of the 1st week of class. You will come to class as a group and lead the discussion. Each group will be graded on their efforts.

*14% of grade

Tentative Industry Guest Lecturers:
Steve Seidensticker, Owner of Libby’s, Louie’s Modern, and Francis Catering
Mike Quillen, Owner of Gecko’s Restaurants
Jim Baker, FDRP Trainer, Level 2 Sommelier
Master Sommelier, *Francis – TBD

No Class on these dates:
September 1st, Labor Day
November 3rd, day after BOB

<table>
<thead>
<tr>
<th>In-class participation Rubric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria</td>
</tr>
<tr>
<td>missed 3 classes</td>
</tr>
<tr>
<td>Class Attendance</td>
</tr>
<tr>
<td>Hardly ever</td>
</tr>
<tr>
<td>Engages in discussions</td>
</tr>
<tr>
<td>Poor</td>
</tr>
<tr>
<td>Professionalism</td>
</tr>
<tr>
<td>Poor: student was not prepared and discussion was not well facilitated</td>
</tr>
<tr>
<td>Leading Discussion Role</td>
</tr>
</tbody>
</table>
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 September 8th @ 9am
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
Task 7: HospitaBull Dinner Event

Students will design a service strategy to include the following responsibilities:
- Cocktail Service
- Wine Selection Presentation
- Food Course Presentation
- Centerpieces
- Banquet Set Team
- Marketing/Registration

**Take 2 Quizzes (14, 4)

Module 3

Task 8: 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 9: Food Purchasing

Read Chapter 6

Task 10: Bar and Beverages

Read Chapter 7

**Take 3 Quizzes (5, 6, 7)

Module 4

Task 11: 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 12: Food Production and Sanitation

Read Chapter 9

Students will discuss the top 3 food borne illnesses in class.

Task 13: Leadership and Management

Read Chapter 10 (no quiz)
Students will view video clips in class

Task 14: Organizing, Recruiting, and Staffing

Read Chapter 11

**Take 3 Quizzes (8, 9, 11)
Module 5

Task 15: Service and Guest Relations

Read Chapter 12

Task 16: Financing and Leasing

Read Chapter 15

**Take 2 Quizzes (12, 15)

Task 17: Review for Final, Recap Event

Final Exam Handout will be given

***Please finish all Quizzes and Final Exam on Friday December 5th 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.