

COURSE OUTLINE

OXNARD COLLEGE

- I. Course Identification and Justification:
- A. Proposed course id: CRM R112
Banner title: Food and Beverage Management
Full title: Food and Beverage Management

Previous course id: CRM R112
Banner title: Food and Beverage Management
Full title: Food and Beverage Management
 - B. Reason(s) course is offered:
Fulfills certificate and degree requirements for Restaurant Management and Hospitality Management and is transferable to CSU. This course prepares students to manage a variety of food and beverage operations within the hospitality industry.
 - C. Reason(s) for current outline revision:
To update C-ID descriptor. To incorporate distance learning methods of instruction and information transfer. Also, to make this course the same as HM R112.
 - D. C-ID:
 - 1. C-ID Descriptor: HOSP 130
 - 2. C-ID Status:
 - E. Co-listed as:
Current: HM R112
Previous: HM R112
- II. Catalog Information:
- A. Units:
Current: 3.00
Previous: 3.00
 - B. Course Hours:
 - 1. Weekly Meeting Hours:
Current: Lecture: 3.00 Lab: Other:
Previous: Lecture: 3.00 Lab: Other:
 - 2. Total Contact Hours:
Current: 48.00 to 54.00
Previous: 48.00 to 54.00
 - C. Prerequisites, Corequisites, Advisories, and Limitations on Enrollment:
 - 1. Prerequisites
Current:
Previous:

2. Corequisites

Current:

Previous:

3. Advisories:

Current:

Previous:

4. Limitations on Enrollment:

Current:

Previous:

D. Catalog description:

Current:

This course gives students the foundation needed to make smart decisions in commercial and institutional food and beverage operations. Information concerning the latest operational trends is presented. Case studies developed by industry professionals give students practice solving problems like those experienced on the job. Internet exhibits and website addresses link students with valuable food and beverage resources.

Previous, if different:

E. Fees:

Current: \$ None

Previous, if different: \$

F. Field trips:

Current:

Will be required: []

May be required: [X]

Will not be required: []

Previous, if different:

Will be required: []

May be required: []

Will not be required: []

G. Repeatability:

Current:

A - Not designed as repeatable

Previous:

A - Not designed as repeatable

H. Credit basis:

Current:

Letter graded only [X]

Pass/no pass []

Student option []

Previous, if different:

Letter graded only []

Pass/no pass []

Student option []

I. Credit by exam:

Current:

Petitions may be granted: []
Petitions will not be granted: [X]

Previous, if different:

Petitions may be granted: []
Petitions will not be granted: []

III. Course Objectives:

Upon successful completion of this course, the student should be able to:

- A. Increase profits in food and beverage operations by maximizing service, efficiency, productivity and technology.
- B. Satisfy the food-quality and nutritional demands of today's guests.
- C. Meet legal, safety, and sanitation requirements for food and beverage operations.
- D. Build food service sales through effective marketing strategies.

IV. Student Learning Outcomes:

- A. Students will be able to identify basic management concepts used at commercial food and beverage facilities.
- B. Students will be able to explain operational trends in food and beverage management at institutional facilities.

V. Course Content:

Topics to be covered include, but are not limited to:

- A. The Food Service Industry
 - 1. Food service origins
 - a. Hotel restaurants
 - b. Freestanding restaurants
 - c. Food service in noncommercial facilities
 - 2. Organization of commercial operations
 - a. Independents
 - b. Chain restaurants
 - c. Franchises
 - 3. Noncommercial operations and contract management
 - 4. The future of food service industry
- B. Organization of Food and Beverage Operations
 - 1. People in food service
 - 2. Management staff
 - 3. Production personnel
 - 4. Service personnel
 - 5. Organizational charts
 - 6. Career paths in food service
- C. Fundamentals of Management
 - 1. What is management
 - 2. The management process
 - 3. Integrating the management process
 - 4. Managerial responsibilities and relationships
 - 5. The importance of hospitality
- D. Marketing
 - 1. Focus on guest service
 - 2. Feasibility studies
 - 3. Identifying the market area

4. Evaluating the proposed site
 5. Analyzing the competition
 6. Estimating demand
 7. Projecting operating results
 8. Market research
 9. Marketing plan
 10. Implementing the marketing plan
 11. Marketing tactics for noncommercial food service operations
- E. Nutrition
1. The six basic nutrients
 2. Nutrition guidelines
 3. Menu planning
 4. Nutrition concerns in purchasing
 5. Nutrition concerns in storing
 6. Conserving nutrients during food preparation
 7. Standard recipes and nutrition
 8. Nutrition and food service
 9. Nutrition and legislation
 10. Contemporary dietary concerns
 - a. Calories
 - b. Fats and cholesterol
 - c. Sodium
 - d. Food allergies
 - e. Vegetarian meals
 - f. Organic foods
- F. The Menu
1. Table d'Hotél
 2. á la carte
 3. Menu schedules
 - a. Fixed menus
 - b. Cycle menus
 4. Types of menus
 - a. Breakfast
 - b. Lunch
 - c. Dinner
 - d. Specialty
 5. Menu planning
 - a. Knowing your guests
 - b. Knowing your quality requirements
 - c. Knowing your operation
 - d. Selecting menu items
 - e. Menu balance
 6. Menu design
 - a. Copy
 - b. Layout
 - c. Cover
 7. Evaluating menus
- G. Standard Product Costs and Pricing Strategies
1. Standard recipes
 - a. Recipe management software
 - b. Developing standard recipes
 - c. Adjusting standard recipe yields
 2. Determining standard portion costs for menu items
 - a. Calculating standard portion costs
 - b. Calculating total meal costs
 3. Determining overall standard food costs

4. Determine standard portion costs for beverages
 5. Pricing menu items
 - a. Desired food cost percentage markup
 - b. Profit pricing
 - c. Competition and pricing
- H. Purchasing
1. Goals of a purchasing program
 2. Security concerns during purchasing
 3. Ethical concerns in purchasing
 4. Receiving
 - a. Space and equipment
 - b. The receiving process
 5. Storing
 - a. Security
 - b. Quality
 - c. Recordkeeping
 - d. Reducing inventory costs
 6. Issuing
 7. Special beverage management concerns
 - a. Purchasing
 - b. Receiving
 - c. Storing
 - d. Issuing
 8. Technology and control
 - a. The internet
 - b. Just-in-time inventory systems
 9. In house software applications
- I. Production Planning
1. Food production
 - a. Food production principles
 2. Preparing fresh fruits and vegetables
 - a. Fresh fruits
 - b. Fresh vegetables
 - c. Fruit and vegetable salads
 - d. Fruit and vegetable garnishes
 - e. Fruit and vegetable cookery
 3. Preparing meats and poultry
 - a. Tenderness
 - b. Cooking considerations
 4. Preparing fish
 - a. Cooking considerations
 5. Preparing eggs and dairy products
 6. Preparing baked products
 - a. Common baking ingredients
 - b. Mixing batter and dough
 7. Preparing coffee and tea
 8. Green restaurants
 9. Control during food and beverage production
- J. Service
1. Types of service
 - a. Table service
 - b. Buffet service
 - c. cafeteria service
 - d. Other types of service
 2. Providing an enjoyable experience for guests
 - a. Standard operating procedures

- b. Guest service training
 - c. Teamwork
 - 3. Preopening concerns and activities
 - a. Inspecting facilities
 - b. Following reservation procedures
 - c. Assigning food server stations
 - d. Side work
 - e. Food server meetings
 - 4. Providing guest service
 - a. Service sequence
 - b. Special situations
 - 5. Computers and the service process
 - a. Order entry devices
 - b. Output devices (printers)
 - c. Software and reports
 - d. Technology and guest ordering
 - 6. Food and beverage revenue control procedures
 - a. Revenue control and servers
 - b. Revenue control and beverage personnel
 - 7. Increasing food and beverage sales
 - a. Suggestive selling
 - b. Selling beverages
- K. Sanitation and Safety
 - 1. Sanitation
 - a. What causes unsafe food?
 - b. Foodborne illnesses
 - c. Personal cleanliness and health
 - d. Sanitary procedures for safe food handling
 - e. Food safety and terrorism
 - f. Cleaning up
 - 2. Safety
 - a. OSHA
 - b. Food service accidents
 - c. First aid
 - d. Accident reports
 - 3. Management's role in sanitation and safety programs
 - a. Inspections
- L. Facility Design, Layout, and Equipment
 - 1. Planning process
 - a. Preliminary considerations
 - 2. Redesigning the kitchen
 - a. Design factors
 - b. Layouts
 - 3. Redesigning other areas
 - a. Receiving and storage areas
 - b. Dining room areas
 - c. Lounge areas
 - 4. Green restaurant design
 - 5. Food and beverage equipment
 - a. Factors in equipment selection
 - b. Types of food service equipment
 - c. Types of beverage equipment
- M. Financial Management
 - 1. Uniform system of accounts
 - 2. The operations budget
 - a. The budget as a profit plan

- b. The budget as a control tool
- 3. The Income Statement
 - a. Restaurant income statement
 - b. Hotel food and beverage department income statement
- 4. Balance Sheet
 - a. Assets
 - b. Liabilities
- 5. Ratio analysis
 - a. Liquidity ratios
 - b. Solvency ratios
 - c. Activity ratios
 - d. Profitability ratios
 - e. Operating ratios
- 6. Technology and the accounting process
 - a. Accounts receivable software
 - b. Accounts payable software
 - c. Payroll accounting software
 - d. Financial reporting software

VI. Lab Content:
None

VII. Methods of Instruction:

Methods may include, but are not limited to:

- A. Instructor-guided interpretation and analysis of course content, such as how to maximize service and productivity by implementing new technology like POS (Point of Sale) systems in food and beverage operations.
- B. Classroom discussion and analysis of a variety of food and beverage operations and their individual needs.
- C. Instructor guided discussions from related text such as discussion on how to meet legal, safety and sanitation requirements for food and beverage operations.
- D. Video presentations such as "Serving Alcohol Responsibly."

VIII. Methods of Evaluation and Assignments:

- A. Methods of evaluation for degree-applicable courses:
Essays [X]
Problem-solving assignments (Examples: Math-like problems, diagnosis & repair) [X]
Physical skills demonstrations (Examples: Performing arts, equipment operation) []

For any course, if "Essays" above is not checked, explain why.

- B. Typical graded assignments (methods of evaluation):
 - 1. Students will be asked to do homework assignments such as answering discussion questions and defining terms at the end of assigned chapters in text i.e. implementing effective marketing; graded on a point basis as percentage of total grade.
 - 2. Students may be asked to complete various quizzes on assigned chapters in text such as ways to satisfy nutritional and quality demands of today's consumers; graded on a point basis as percentage of total grade.

3. Students may be asked to participate in classroom discussion on related topics such as sanitation requirements for food and beverage operations and how they are different from county to county and state to state i.e. plumbing installation; grade based on student's participation.
4. Students will be asked to take a final exam related to topics in text and instructor lectures. This written exam will be cumulative and include true and false, multiple choice, and essay type questions; graded on a point system as a percentage of total grade.

C. Typical outside of classroom assignments:

1. Reading
 - a. Students will be asked to do weekly textbook assignments such as techniques on how to increase profits by maximizing service efficiency i.e. "micro-training" your staff, demands of today's guests, legal standards, and effective marketing strategies.
2. Writing
 - a. A student may be asked to answer questions and define key terms at the end of each assigned chapter in text such as terminology used in marketing, bar and beverage operations, and point of sale systems.
3. Other
None

IX. Textbooks and Instructional Materials:

- A. Textbooks/Resources:
 1. Jack D. Ninemeier, Americal Hotel & Lodging Association (2015). *Management of Food & Beverage Operations* (6th/e). Educational Institute.
- B. Other instructional materials:

X. Minimum Qualifications and Additional Certifications:

- A. Minimum qualifications:
 1. Culinary Arts/Food Technology
 2. Hotel and Motel Services
 3. Restaurant Management
- B. Additional certifications:
 1. Description of certification requirement:
 2. Name of statute, regulation, or licensing/certification organization requiring this certification:

XI. Approval Dates

Curriculum Committee Approval Date: 04/25/2018

Board of Trustees Approval Date: 05/08/2018

State Approval Date:

Catalog Start Date: Fall 2018

XII. Distance Learning Appendix

- A. Methods of Instruction

Methods may include, but are not limited to:

1. Regular, effective contact can be achieved through use of the district provided LMS's email and messaging system, telephone contact, synchronous chats, asynchronous discussions, orientations, assignments with timely feedback, and other relevant synchronous and asynchronous technologies which encourage faculty and student interaction, Methods of instruction may include live discussions using video conferencing , live and archived faculty presentations (e.g., PowerPoints, PDFs, lectures, and multi-media) coupled with asynchronous student questions to the instructor, social media (e.g., podcasts, wikis, blogs, and online videos), animation, virtual office hours, weekly announcements, workshops, group and individual meetings, supplemental sessions for review and study, and virtual field trips with follow up discussions, among others.

B. Information Transfer

Methods may include, but are not limited to:

1. Chat/IM
2. Collaborative projects: group blogs, wikis
3. Course announcements
4. Discussion boards
5. E-Mail
6. Instructor-provided online materials
7. Lectures (recorded/streaming)
8. Messaging via the LMS
9. Modules on the LMS
10. Personalized feedback
11. Phone/voicemail
12. Podcasts/webinars/screencasts
13. Textbooks
14. Videoconferencing/CCCConfer/Skype