**Valencia College**

**Food and Beverage Cost Control FSS2500**

**CRN22607**

**Spring 2020**

**PROFESSOR:** Amy Bernard

**Office Hours (Osceola Campus):**

Mondays 10:00am - 1:00pm

Tuesdays: 1:00pm – 3:00pm

Wednesdays: 8:00am – 1:00 pm

Thursdays: 7:30am – 10:00 am

Fridays: 7:30am – 10:00 am (virtual)

*Other times available by appointment.*

**Office Location:** Osceola Campus, CIT Building, Room 102

**Mailbox:** 6-3

**Phone:**

**Email:** [Abernard@valenciacollege.edu](mailto:Abernard@valenciacollege.edu)

**COURSE:** FSS 2500 Food and Beverage Cost Control

**Course Description:** Emphasis is given to methods of menu pricing, systems of controlling and accounting for food and beverage costs, and methods of controlling sales income through both electronic spread sheets and manual systems.

**Meeting Location and Times:** Online

**Important Note:**

This class is fully online. Please ensure you allow enough time to read the chapters, PowerPoints, and other materials, in addition to watching the instructional videos. Utilize the tutoring options available to you from Valencia College, including the tutoring center and online tutoring.

**MAJOR TOPICS/CONCEPTS/SKILLS/ISSUES**

* To manage revenue and expense
* Manage food, beverage, and labor cost control
* Analyzing results using the income statement

**COURSE OUTCOMES:** **At the successful completion of this course, the student will be able to:**

* Differentiate revenue, expenses, and profit for foodservice operations.
* Define ideal expense and desired profit.
* Describe the four major foodservice expense categories.
* Define menu success in cost and sales of food, beverage, and labor controls.
* Understand the importance of analyzing the numbers for costs and sales.
* Evaluate different opportunities when it comes to market share and buying habits.

**EDUCATIONAL MATERIALS:**

**Required Text:** Food and Beverage Cost Control, 6th Edition, Lea R. Dopson and David K. Hayes, John

Wiley and Sons, Inc., ISBN# 978-1-118-98849-7.

**Additional Materials required:** a basic 4-function calculator with percentage key, preferred notetaking method, access to Canvas and Excel.

**Grade Scale:**

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F Below 60%

**ASSESSMENT METHODS AND EVALUATION:**

**Calculation of final grade:** The course is divided into six categories comprising the final grade for college credit:

* Progress Tests (Three) 20%
* Final Exam (not cumulative) 20%
* Project proposal (due week 4) 10%
* Final Project (due week 10) 30%
* Online Classroom Participation 5%
* Online Attendance 5%
* Homework Assignments 10%

**IMPORTANT DATES:**

**First day of class:** January 9. **Last day of class:** April 23.

**Full Term:** Classes begin January 6. **Classes end:** April 26**.**

**Drop/ Refund/ No Show Deadline:** 11:59 p.m. January 13.

**Withdrawal deadline for W grade:** 11:59 p.m. March 20.

**Final exam** will be administered on last day of class April 23.

**College Closed/No Classes**: January 20, February 14, and March 9-15.

**NO-SHOW PROCEDURE:**

Any student who does not attend class by the **No Show/drop/refund deadline for this course’s part of term** will be withdrawn by the instructor as a no-show.  This will count as an attempt in the class, and students will be liable for tuition.  If your plans have changed and you will not be attending this class, please withdraw yourself through your Atlas account during the drop period for this part of term.

**CLASSROOM POLICIES ATTENDANCE:**

Classroom participation includes classroom attendance and accounts for ten percent of your final grade. Punctual and regular attendance is mandatory in this course. More than three absences during the semester without permission from the professor is excessive and a basis for withdrawal. Do not be late the day of tests or the final exam. If you arrive more than 10 minutes late, five points will be deducted from your test grade. If you stop attending class and do not speak with the professor, you are in jeopardy of receiving a failing grade for the class. Please, turn off cell phones before entering the classroom.

**WITHDRAWAL:**

Per Valencia Policy 4-07 (Academic Progress, Course Attendance and Grades, and Withdrawals), a student who withdraws from class before the established deadline for a particular term will receive a grade of “W. A student is not permitted to withdraw after the withdrawal deadline. **See Important Dates for the Withdrawal Deadline for the part of term of this course.**  A student who is withdrawn by faculty for violation of the class attendance policy will receive a grade of “W”. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of “F”. For a complete policy and procedure overview on Valencia Policy 6Hx28:4-07, please go to:  [http://valenciacollege.edu/generalcounsel/policy/](http://valenciacollege.edu/generalcounsel/%20)  .

*See College calendar for important dates.*

**MAKE-UP EXAMS:**

Make-up exams will be given only for emergency situations provided the instructor is notified in advance. Upon your absence and its approval, the exam will be placed in the testing center. Exams must be made up before the next class meeting. Any test missed will have adverse effect on your grade, and make-up test will not be given unless approved by the Professor prior to the date of schedule test. Final exam is required! A no show on that day will result in an F for the session. You must bring your Valencia ID to take a test in the testing center. Be advised that the testing center will not hand out a test within an hour of closing therefore please arrive at minimum 75 minutes prior to the testing center’s closing time.

**HOMEWORK, QUIZZES AND PROJECTS:**

Home-works and quizzes **cannot** be made up. If a student is absent, it is his/her responsibility to contact a class member, obtain the assignment and come to the next class meeting prepared. If a student is absent the day of a quiz, they will receive a zero. No late assignments, homework, quizzes, exams, projects, etc will be accepted.

**EMAIL AND CANVAS:**

As a student, you are expected to check your Valencia College email and Canvas daily.

**COLLEGE POLICIES:**

**ACADEMIC HONESTY:**

Each student is required to follow Valencia policy regarding academic honesty. All work submitted by students is expected to be the result of the student’s individual thoughts, research, and self-expression unless the assignment specifically states “group project.” Any act of academic dishonesty will be handled in accordance with Valencia policy as set forth in the Student Handbook and Catalog. Student Code of Conduct

<http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=180&volumeID_1=8&navst=0>

**STUDENT ASSISTANCE PROGRAM:**

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relations problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

**OFFICE OF STUDENTS WITH DISABILITIES INFORMATION:**

Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on on appropriate documentation of disabilities. The contact details for East Campus are: Building 5, Room 216; phone 407-582-2229, fax 407-582-8908, TTY 407-582-1222

A full description of all College policies can be found in the College Catalog at <http://valenciacollege.edu/catalog/> Policy Manual at <http://www.valenciacollege.edu/generalcounsel/> and the Student Handbook at <http://valenciacollege.edu/studentdev/CampusInformationServices.cfm>

* East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
* West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
* Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
* Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

**MOBILE COMMUNICATION DEVICES:**

**Please turn off cell phones prior to entering the classroom.**

I understand there are many good reasons to have laptops, mobile phones and other wireless communication devices. Many of us have work and family responsibilities that sometimes cannot wait until the end of class. Recognizing that it may be necessary on occasion to communicate with others during class, please do not text, email, surf, talk, or anything else while class is in session. Feel free to leave the classroom for a “moment” to take care of any necessary communications.

**COMPUTER/EQUIPMENT USE POLICY**:

Use of computers in the classrooms at Valencia College is restricted to those activities designated by the instructor to enhance the class materials. Any other use is strictly forbidden. Inappropriate use includes but is not limited to: - Use of computer to send e-mail or access Internet sites not specifically assigned in class. - Use of computer for job, internship, homework or other activities not assigned in class. - Modifying any hardware or software system configuration or setting. - Activities not in accordance with the Valencia Student Code of Conduct.

Use of computers in the departmental open lab is limited to those activities involved with preparing homework or coursework in this department and is subject to the same restriction as listed above. Computer use is remotely monitored; any student using computers inappropriately may be subject to dismissal from class or banishment from the lab. Subsequent offense may be sent to the campus administration for further disciplinary action.

**VALENCIA I.D. CARDS:**

Valencia ID cards are required for LRC, Testing Center, and IMC usage. No other form of ID at those locations will be accepted. Possession and utilization of a Valencia ID is mandatory in order to obtain these services.

**STUDENT FEEDBACK ON INSTRUCTION:**

Near the end of the term, you will receive an invitation through your Valencia email account asking you to complete the Student Feedback on Instruction (SFI). This is a survey which provides us with feedback on your experience in this class and helps us improve the course. The results are released only after grades are submitted. Student names are not included in the results –your responses will be anonymous. You will receive an email from Valencia informing you when the survey will open.

**WITHDRAWAL POLICY:**

Students are only able to withdraw themselves up to the Withdrawal Deadline, After the Withdrawal Deadline; the instructor may withdraw students who are in violation of the course attendance policy up to the beginning of the final exam period.

**DISCLAIMER:**

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course. Changes may be made at the discretion of the instructor.

**EXPECTED STUDENT CONDUCT:**

Valencia College is dedicated not only to the advancement of knowledge and learning but is

concerned with the development of responsible personal and social conduct**.** By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a classroom or Valencia’s rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions. You will find the student code of conduct in the current Valencia student handbook.

**STUDENT DISPUTE RESOLUTION:**

An Ombudsman provides a safe and comfortable environment for students to discuss complaints, concerns or problems privately. When appropriate, the office will initiate an informal intervention with the goal of facilitating a resolution that is acceptable to all parties involved. The ombudsman acts as an independent, impartial resource. If a matter cannot be resolved through this office, a referral will be made. When appropriate, the office can make recommendations regarding policy review and change. <https://valenciacollege.edu/students/disputes/>

**Institutional Core Competencies** The following Valencia Student Competencies will be reinforced throughout the entire course:

**THINK –** Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline. Think clearly, critically, and creatively.

**VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others’ values from a global perspective in the process of learning the discipline. Make reasoned sound judgements and responsible commitments.

**COMMUNICATE –** Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.

**ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances. Act purposefully, reflectively, and responsibly.

**TO DO WELL:**

1. MANAGE YOUR TIME! You will find that your time management skills will be critical in college.
2. DON’T HESITATE to ask questions and MEET with your professors.
3. GET ASSIGNMENTS DONE on time and completely.
4. ACKNOWLEDGE OTHERS’ VIEWPOINTS as we all have them.
5. KEEP copies of your assignments, graded papers, projects, etc. Never throw anything away or delete it until you receive your final grade for the semester. Some of these items will be beneficial for your portfolio.
6. Learn to work with the technology available.
7. Know your resources at college and at home.

**TO STRUGGLE:**

1. PRESUME you have learned it all.
2. ASSUME you can “coast” to an “A.”
3. BELIEVE that there is flexibility on deadlines, mandatory assignments, or plagiarism.
4. FIGURE you can beat the odds and fake the work.
5. DO NOT CARE enough about your education.

**CLASS CONTACTS**

Use your time at Valencia to build connections. Introduce yourself to a classmate(s) and exchange contact information. Help and encourage each other as needed throughout the semester.

**Name                                     Phone Number                                           Email**

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**GROUP PROJECT**

The project is a group project, 5 students per group. Your groups will be assigned by the professor in Canvas.

**GROUP PROJECT PROPOSAL (due week 3):**

Select a topic from the following list and relate it to cost control in the food and beverage industry:

* recruiting/hiring
* training
* technology
* production
* social media
* online ordering/delivery
* culinary cocktails
* sustainable/farm to table
* allergy menus/products
* celebrity chefs
* Other topics subject to professor approval; must submit to professor via email by week 2 for approval

1. Find an article from a trade publication and/or website that discusses this topic.
   1. Acceptable article sources:
      1. Nation’s Restaurant News
      2. New York Times
      3. Restaurant Business
      4. Wine Spectator
      5. Food & Wine
      6. QSR Magazine
      7. Orlando Sentinel
      8. Major newspapers
      9. If unsure, must be submitted via email to professor by week 2 for approval.
2. Formulate three open-ended questions regarding the article that you will ask two different food and beverage industry experts for your final project.
   1. Experts are current food and beverage managers or chefs.
3. Your proposal will include the following:
   1. a copy or link to the article
   2. a brief written summary of the article (3-4 sentences).
4. Your plan to locate three industry experts to learn their insights on the article, as well as a timeline for conducting your interviews.
   1. If you have already contacted your experts, please list their names, titles, and company.
5. **Appearance guidelines:** Your written proposal must be a minimum of one page *plus* separate title and reference page, in APA format. Papers must be typed, double-spaced, Times New Roman 12-point font, with margins no larger than 1” in APA format. Projects must have a professional appearance and submitted via Canvas. Visit the Writing Center or <https://valenciacollege.edu/students/library/mla-apa-chicago-guides/index.php> for more information about APA formatting.

**GROUP FINAL PROJECT**

**Written Component (due Week 10)**: (worth 50%)

Submit a written paper that includes the following:

* A summary of your article.
* The questions you proposed to your experts.
* Include your experts’ names, titles, and company.
* A synopsis of the interviews. If using direct quotes, be sure to cite in APA style.
* Compare and contrast your experts’ opinions on the topic and their answers to the questions.
* Summarize your thoughts and opinions about the article and your experts’ opinions.
  + The summary must be a minimum of two paragraphs.
  + The summary must be well developed, utilizing your critical and analytical thinking skills.
* **Appearance guidelines:**
  + Your paper must be a minimum of three pages *plus* separate title and reference pages.
  + Papers must be typed, double-spaced, Times New Roman 12-point font, with margins no larger than 1” in APA format. Projects must have a professional appearance and be submitted via Canvas.

**Oral Component (due Week 12)**: (worth 50%)

Present your findings to the class in a video.

* Your video presentation should last between 3 to 5 minutes.
* The video must be uploaded to Canvas.
* Include a *brief* synopsis of your article, your questions, and a *short* discussion of your experts.
* For the presentation, avoid a *detailed* review of your interviews; rather, focus your presentation on your analysis and conclusions.
* Make your presentation interesting; engage the class.
* PowerPoint (or similar software) is not required but adds a professional touch.
* The entire group can present or the group can designate a speaker for the group to present.

**RUBRICS:**

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| **Participation (possible points: 100)** | | | | | |
| **Attendance** (note: absences include any time you do not attend class, for any reason. Arriving to class more than 15 minutes late or leaving early is equivalent to 1/2 absence) | 3 + absences:  0 points | 2 absences:  25 points | 1 absence:  40 points | 0 absences:  50 points |
| **Participation During Class** (note: participation includes general attitude, integrity, respect of instructor, speakers, and other students. Please, texting and cell phone use is not allowed in class) | Disruptive, disorganized. Negative attitude. Frequently sleeping, texting, or using cell phone in class. Reluctant to work with other students: 0 points | Does not pay attention during lecture. Engages is side conversations. Sometimes disruptive. Ill-prepared for the lecture. Occasional use of cell phone in class: 25 points | Has a positive attitude. Relatively organized. Works with other students most of the time. No use of cell phone in class: 40 points | Has a positive attitude. Productive throughout the entire class. Organized. Works well with others and pays attention during class. No texting or cell phone usage in class: 50 points. |

**Homework (possible points: 100)**

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| **Completed Homework Assignments** | No homework assignments completed: 0 points. | Some homework assignments completed or partially completed: 5 points per completed assignment; partial points for partially completed assignments. | All homework assignments submitted completely on time: 5 points per assignment. |

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| **Proposal (possible points: 100)** | | | |
| **Grammar** | More than five examples of grammatical, spelling, and/or typographic errors: 0 points. | Fewer than five grammatical, spelling, and/or typographic errors: 5 points. | No grammatical, spelling, and/or typographic errors: 10 points. |
| **Appearance** | More than one appearance guidelines not met: 0 points. | One appearance guideline missing from proposal: 5 points. | All appearance guidelines met: 10 points. |
| **Article Review** | Article not related to chosen topic in the food and beverage industry and/or article poorly reviewed: 10 points. | Appropriate article reviewed with summary and minor revisions needed: 20 points. | Appropriate article strongly reviewed with summary and no revisions needed: 30 points. |
| **Formulated Questions** | Three questions not included in proposal: 0 points. | Three questions included. Questions are general and/or close-ended: 15 points. | Three questions included. Questions are detailed, open-ended, and relate directly to student’s chosen article: 25 points. |
| **Completion Plan** | No completion plan included: 0 points | Completion plan included with some components missing: 15 points. | Detailed completion plan included: 25 points |

**RUBRICS (continued):**

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| **Final Paper (possible points: 50)** | | | |
| **Grammar** | More than five examples of grammatical, spelling, and/or typographic errors: 0 points. | Fewer than five grammatical, spelling, and/or typographic errors: 3 points. | No grammatical, spelling, and/or typographic errors: 5 points. |
| **Appearance** | More than one appearance guidelines not met: 0 points. | One appearance guideline missing from final paper: 3 points. | All appearance guidelines met: 5 points. |
| **Article Summary** | No summary included: 0 points | Article summary included: 3 points. | Clear, concise article summary included: 5 points. |
| **Discussion of Experts and Interviews** | No description of chosen experts and/or no summary of interviews, including compare/contrast of experts’ answers: 0 points | Description of chosen experts included, and summary of interviews presented, including compare/contrast of experts’ answers: 10 points | Clear, concise description of chosen experts, including student’s summary of experts’ opinions and answers, including compare/contrast of experts’ answers: 15 points. |
| **Conclusion and Summary of Student’s Thoughts** | No summary of student’s thoughts and opinions 0 points. | Summary of student’s thoughts presented, with minor revision needed: 10 points | Clear, concise summary of student’s thoughts and opinions, with no revision needed: 20 points |
|  |  |  |  |
| **Oral Presentation (possible points: 50)** | | | |
| **Presentation Skills** | Presentation is unprofessional and*/or* less than 5 minutes or over 17 minutes in length: 0 points. | Presentation lacks polish and professional appearance *or* is not presented within time limit expectations: 3 points | Presentation is polished, professional, *and* within time limit expectations: 5 points. |
| **Engages Students** | Student makes limited or no attempt to engage class in discussion: 0 points. | Student attempts to engage class: 3 points. | Student engages class in active discussion: 5 points. |
| **Discussion of Experts** | No description of chosen experts: 0 points | Description of chosen experts included: 5 points | Clear, concise description of chosen experts, including student’s justification for their choice of experts: 10 points. |
| **Presentation of Interviews** | No summary of interviews: 0 points. | Summary of interviews presented: 5 points | Clear, concise summary of interviews with each expert: 10 points |
| **Conclusion** | No final thoughts or analysis included: 0 points | Student’s final thoughts and analysis presented: 10 points. | Student’s final thoughts and analysis clearly presented and substantiated as main focus of the assignment: 20 points. |

**Course Schedule**

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| --- | --- | --- | --- | --- |
| **WEEK** | **DATE** | **ASSIGNMENT TOPIC** | **TEXT** | **TEST/ASSIGNMENT** |
| 1 | 1/6 | Syllabus/Project/Introductions/Managing Revenue and Expense |  | Introduction Video and Syllabus Quiz |
| 2 | 1/13 | Managing Revenue and Expense | Chapter 1 | Chapter 1 Test Your Skills (Canvas) |
| 3 | 1/20 | Creating Sales Forecasts  Project Proposal Paper Due | Chapter 2 | Chapter 2 (Canvas)  Proposal Paper Due in Canvas |
| 4 | 1/27 | Purchasing and Receiving | Chapter 3 | Chapter 3 (Canvas) |
| 5 | 2/3 | Exam #1: Chapters 1-3 | Canvas  50 ?: MC & T/F  Chapter 4 | Exam #1 in Canvas |
| 6 | 2/10 | Managing Inventory and Production | Chapter 4 | Chapter 4 (Canvas) |
| 7 | 2/17 | Monitoring Food and Beverage Production Costs | Chapter 5 | Chapter 5 (Canvas) |
| 8 | 2/24 | Managing Food and Beverage Pricing | Chapter 6 | Chapter 6 (Canvas) |
| 9 | 3/2 | Exam #2: Chapters 4-6 | Canvas  50 ?: MC & T/F | Exam #2 in Canvas |
| 10 | 3/9 | Spring Break (College Closed)  Final Project Paper Due |  | Final Project Paper Due in Canvas |
| 11 | 3/16 | Managing the Cost of Labor | Chapter 7 | Chapter 7 (Canvas) |
| 12 | 3/23 | Controlling Other Expenses | Chapter 8 | Chapter 8 (Canvas) |
| 13 | 3/30 | Exam #3: Chapters 7-8  Project Video Presentation Due | Canvas 50 ?: MC & T/F | Exam #3 in Canvas  Upload Video Presentation in Canvas |
| 14 | 4/6 | Analyzing Results Using the Income Statement | Chapter 9 | Chapter 9 (Canvas) |
| 15 | 4/13 | Video Homework Discussion |  | Canvas |
| 16 | 4/20 | Final Exam: Chapter 9 | Canvas  10 ?: MC & T/F | Final Exam in Canvas |