

Valencia College

Food and Beverage Management FSS2251

Term /Year	Spring 2015
Professor	Kim Jennison
Building/Classroom	Building 9 room 127
Meeting day/Time	Wednesday 1:00pm – 3:50 pm
Email	kjennison@valenciacollege.edu
Contact Phone	
Front door access	
Office	

COURSE DESCRIPTION:

An application of principles in commercial and institutional food and beverage facilities including marketing, menu development, effective cost control in purchasing, pricing, labor and service techniques. Procedures, approaches and techniques of management are explored and developed as they relate to commercial and institutional food and beverage facilities. Credit hours: 3

Course Objectives: At the end of the session the student will be able to:

1. Begin to understand the daily job of a food and beverage manager.
2. To relate the differences in running a commercial vs. an institutional food and beverage establishment.
3. Apply some leadership qualities that are required for the job.

Materials required during each class session *Management of Food and Beverage Operations* (5th Edition) [Paperback] | ISBN-10: 0133086151 | ISBN-13: 978-0133086157 | Edition: 5 Jack D. Ninemeier

Evaluation and Course Grading

This course is divided into four major categories, which will comprise the final grade.

- Classroom attendance 25%
- Participation : 25% - grading scale at end of syllabi
- Project or Case studies: 20% - grading scale at end of syllabi
- Progress Tests/presentations: 10%
- Final Exam: 20%

Attendance:

Attendance will account for 25% of the course grade. Aside from being actively engaged in the course as described in the participation rubric, you will be graded on your attendance in the following manner:

- 0 absence = 100% of the attendance grade or the letter grade of A
- 1 absence = 80% of the attendance grade or the letter grade of B
- 2 absences = 50% of the attendance grade or the letter grade of C
- 3 absences = 0% of the attendance grade or the letter grade of F and withdrawn from class

Two partial attendance counts as an absence. A partial attendance is defined as arriving tardy or leaving early. Participation is assessed under classroom engagement. There are no excused absences in the course. Students will normally be withdrawn for failing to attend the first class session unless otherwise communicated before the beginning of class. Students will normally be withdrawn or assigned an F for the course due to excessive absences, normally viewed as 3 total.

Portfolio Food and Beverage Project, valued at 20% of your grade per instructor's discretion handed out as a separate addendum to the syllabi

CLASSROOM POLICIES:

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.

GENERAL GRADING SCALE:

- A. 90-100
- B. 80- 89
- C. 70- 79
- D. 60- 69
- F. below 60

Things I need to do for this course

Choose a day/time to dedicate 2 hours to work on classwork/technique practice/etc. each week.

The weekly portfolio assignment is due the week after the class, and is graded cumulatively. The final presentation of the portfolio is worth 20% of the final grade.

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 class may be directed by the faculty to leave the class. Violation of any 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 or

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

Academic Dishonesty

All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to: acts or attempted acts of plagiarism (submitting written work that you took, word for word, from another source and pretending such work is your own. "Cut and Paste" from websites is plagiarism.), cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty and misuse of identification with intent to defraud or deceive. All work submitted by students is expected to be the result of the student's individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, the source shall be appropriately acknowledged. Any form of cheating during exams will constitute an immediate "F" for that quiz/exam. Plagiarism will result in a "0" for that essay. Other sanctions available to the professor should a violation occur are described in the Valencia Student Handbook.

http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193&volumeID_1=8&navst=0

Internet Research Statement

Because of the variety of sources, ease of publication, lack of central control and proliferation of commercial information on the free Internet, it is often hard to tell if the information is reliable. Many sites contain research and information of high quality. However, unlike traditional print publications or library-based electronic resources, there is usually no process of peer review, nor is there an editor verifying the accuracy of information presented on the Internet. There are an increasing number of sites containing information that may be incomplete, anonymously written, out-of-date, biased, fraudulent, or whose content may not be factual. Students should, therefore, use caution in use of the free Internet for their research needs. For academic topics that are addressed in scholarly literature, using electronic databases or visiting the library may better meet your needs. However, each professor makes the final determination of what is or is not accepted as a valid source so review the syllabus for specific guidelines from your professor. See the following tutorial for more information:

<http://valenciacollege.edu/library/tutorials.cfm>

Homework and Quizzes:

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.

Late project and/or assignments will be penalized 5 points per day late.

Academic Honesty:

Academic integrity is expected at all times. Academic dishonesty (cheating) will be punished to the fullest extent allowed by the institution. The instructor will follow the academic dishonest policy as outlined in the student handbook and the catalog. It is your responsibility to familiarize yourself with this policy. However, in short, if a student is caught being academically dishonest, the student(s) involved will receive consequences that may include a zero grade for the assignment and a failing grade for the course.

Mobile communication devices – 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.

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 relationship 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.

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.

Academic Accommodations

"Students with disabilities who qualify for academic accommodations must provide a letter 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 appropriate documentation of disabilities.

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.

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SCHEDULE OF CLASSES

WEEK	CHAPTER	ASSIGNMENT
1	1	Chapter # 2
2	2	Chapter # 3
3	3	Chapter # 4
4	4	Chapter # 5
5	5	Chapter # 6
6	6	Chapter # 7
7	7	Chapter # 8
8	8	Chapter # 9
9	9	Chapter # 10
10	10	Chapter #11
11	11	Chapter # 12
12	12	Chapter # 12
13	12	Chapter # 13
14	13	Review Final
15	Final Exam	

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.

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.

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.

Attendance Participation Rubric

Categories	100	80	70	60	0
Attendance	Always arrives to class on time Never asks to leave No unexcused absences	2 Tardiness Never asks to leave No unexcused absences	2 tardy equals one absence; leaves class 5-10 minutes at a time Leaves without asking Has 1 unexcused absences	2 tardy equals one absence and or leaves class 10-15 minutes at a time Leaves without asking Has 2 unexcused absences	3 or more absences Leaves without asking 3+ unexcused absences
Classroom	Comes to class prepared did the assignment, takes notes, listens during lecture.	Sometimes (2, two times) didn't come to class with assignment, dozes off during lecture.	Did not do class assignment three times (3). Does not pay attention during lecture. Sometimes disruptive.	Did not do class assignment (4) four times. Does not pay attention during lecture and reminded to often to have book and knives on hand.	Did not do class assignment (5) five times. Has not bought the book, Sleeps during lecture most of the time.
Class Participation	Productive throughout the entire class. Organized shows complete project assignment every week. Goes beyond expectations for assigned tasks	Completes assigned tasks. Relatively Organized Missed project assignment twice (2 times) Needs little reminder to do the assigned job while in lab.	Completes only assigned tasks. Frequently Disorganized Missed project assignment three times. Needs a lot of direction and reminding of assigned tasks accomplishment.	Completes only part of assigned tasks; Disorganized takes little personal responsibility Missed project assignment 4 times Needs to be reminded to often to perform assigned tasks.	Disruptive; rarely or doesn't complete. Disorganized/sloppy assigned tasks. Missed project assignment more than five times. Reluctant to follow direction most of the time. disappearing for long periods of time.

	Works well with others, and pays attention during class. Follows direction well including no texting, no cell phone usage.	Works with other students most of the time. Usage of cell device sometime during class.	Doesn't work well in Team situation with other students. Use of cell phone during class.	Doesn't pay attention during class. Ill-prepared for the lecture. Use of cell phone for personal reason during class.	Sleeping, texting, or using cell phones during class. Reluctant to work with other students.
Attitude	Has a very positive attitude. Listens well.	Maintains a positive attitude and is kind to others. Pays attention to instruction most of the time.	Bad attitude; in conflict with classmate/s . Pays attention to instruction and relevant conversation some of the time.	Negative attitude, disrespectful of others, disruptive. Does not listen to instruction at all. Conversations out of context	Takes no personal responsibility and lacks integrity and pride in work. Talks too much with conversation out of context. (Sports, movies, etc.)
	Consistently maintains personal responsibility and integrity	May need an occasional reminder of responsibility or integrity	Is reluctant to take personal responsibility; lacks integrity and pride in work. Too sensitive when confronted.	No respect to authority, passes blame to others including chef. Overly sensitive when confronted.	Complete lack of integrity, no personal responsibility. Defensive when confronted.

Food and Beverage Management Final Project Checklist

1. Describe your Food and Beverage business concept
2. Business name and hours of operation
3. Menu- Follow all guidelines in chapter 6 (The Menu) Pgs. 146-154 along with prices. The minimum entrees should be at least 5. Don't forget you need beverages as well. **For those of you that are not doing entrees (ex. bakeries) you must do 10. Same as for #4, #5, #6 and #7.
4. Recipes- For the 5 entrees—Standard recipe which specifies ingredients, required quantity of each ingredient, preparation procedures, portion size, portioning equipment, garnish (if using) and any other information necessary.
5. Calculate portion costs for the 5 entrees (do more for extra credit).
6. Calculate total meal costs for those 5 entrees (tell me what is included in the meal)

7. Take those 5 entrees (or 10 for bakers) and calculate selling price using the following budgeted food costs percentages- 30%, Show work. Calculate what the Contribution Margin should be for each of those different percentages.

8. Food Purchase list

9. Daily prep list

10. Facility design, layout and equipment

---Back of house- well designed equipment placement –coordinating letter placed on blueprint like design to match equipment picture on another page along with COSTS.

--- Create a flow of the cooks/chefs or anyone coming into the kitchen.

#10 continues don't forget the following things in your design:

Dish room/dish machine	Ice machine (if needed)
Storage areas	Beverage station (if not in front)
Office	Beverage storage (if needed)
Receiving area	Bar (liquor storage)(if needed)
Three bay sink	Prep tables
Restrooms	Ovens/stoves
All sink requirements for Sanitation	Mixer(s)
Freezer(s)	Plate up food line
Refrigerator(s)	Ice machine (if needed)

11. Small wares lists- pots and pans / cooking utensils with costs

12. Front of the house- Design and layout—along with COSTS

To include the following;

Tables (stipulate size/style)	Employee uniforms
Chairs	Plates
Color scheme décor	Napkins
Beverage station (if not in back)	Silverware
Beverage storage (if not in back)	Glassware
Host/hostess station (if needed)	Linen (if using)
	Table lighting (if using)
	Salt and Pepper shakers

-Include as much *information and pictures* that can give a feel of what your F&B operation may be.

13. Create the Flow of your F&B operation- (hostess or seat yourself, order at counter or through server, server/kitchen communication, pay before or after meal, server or cashier etc.

14. Employee job descriptions

15. Employee scheduling –how many needed daily front and back of house.

16. Marketing plan- how do you plan on advertising and the costs associated

17. Total operation set up costs-(all costs except food)

Project Grading Scale

Course Name: _____

Student Name: _____

Date: _____

- The Project will be evaluated on a weekly basis, and a pass or fail grade will be assessed

Criterion 1 Initial formatting

Project should be typed, in a 3 ring binder with tabs, and easy to follow .	25%
Page 1,	
Page 2,	
Page 3	
Project turn in on time, due date will be told during class time,	
I will not accept any portfolio after the due date and time.	
No partial grade will apply or at teacher's academic discretion.	

Criterion 2 – Visuals

	25%
No black and white pictures will be accepted.	
No cut and paste picture from outside source or copied from other student or portfolio.	
No partial grade will apply or at teacher's academic discretion.	

Criterion 3 –

	25%
No partial grade will apply or at teacher's academic discretion.	

Criterion 4 - Procedures and notes (25%)

	25%
No partial grade will apply or at teacher's academic discretion.	

The following infractions will result in F grade for the project and the class:

Evidence of copying / pasting from others
Evidence of plagiarism
Portfolio not received on time

