

Valencia College

School Of Business and Hospitality

Food and Beverage Management FSS2251 CRN 30563 – Mondays

Term /Year	Summer 2015
Professor	Walter R Whitehurst IV
Building/Classroom	Building 9-132 West Campus
Meeting day/Time	Mondays 11:00 am – 1:50 pm Wednesdays
Email	wwhitehurstiv@valenciacollege.edu
Contact Phone	
Office	None – see me after class
Mail Box	Building 7 -107 – Office of the Dean of Business and Hospitality

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 sessionManagement 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%

*** If a student does not miss a class and maintains an average of 85% or higher on quizzes, they will be exempt from the final exam – the average quiz score will be the final exam grade.

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- 3 absences = 0% of the attendance grade or the letter grade of F and/or withdrawn from class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.

Categories	Paricipation				
	100	80	70	60	0
Attendance	Always arrives to class on time Never asks to leave No unexcused absences	2 Tardiness Asks to early leave once 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 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	Did not do class assignment (5) five times. Has not bought the book, Sleeps during lecture most of the time.
Participation during class	Productive throughout the entire class. Organized Works well with others, and pays attention during class. Follows direction well including no texting, no cell phone usage.	Completes assigned tasks. Relatively Organized Works with other students most of the time. Usage of cell device sometime during class.	Completes only assigned tasks. Frequently Disorganized Doesn't work well in Team situation with other students. Use of cell phone during class.	Completes only part of assigned tasks; Disorganized takes little personal responsibility Doesn't pay attention during class. Ill-prepared for the lecture. Use of cell phone for personal	Disruptive; rarely or doesn't complete. Disorganized/sloppy assigned tasks. Sleeping, texting, or using cell phones during class. Reluctant to work with other students.
Attitude	Has a very positive attitude. Listens well. Consistently maintains personal responsibility and integrity	Maintains a positive attitude and is kind to others. Pays attention to instruction most of the time. May need an occasional reminder of responsibility or integrity	Bad attitude; in conflict with classmate/s . Pays attention to instruction and relevant conversation Is reluctant to take personal responsibility; lacks integrity and pride in work. Too sensitive	Negative attitude, disrespectful of others, disruptive. Does not listen to instruction at all. Conversations out No respect to authority, passes blame to others including chef. Overly sensitive	Takes no personal responsibility and lacks integrity and pride in work. Talks to much with conversation Complete lack of integrity, no personal responsibility. Defensive when

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

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/study/ project etc. each week. The project review dates are in the schedule, turn in your assignments for review and preliminary grade. Final Due date will be the week before the written final exam.

Communicate with the Professor, via email, regarding any occasions that could hamper full participation in the course – In Advance.

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:

Homework 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 up to 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.

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

SCHEDULE OF CLASSES

WEEK	Date	CHAPTER	ASSIGNMENT/QUIZ for upcoming class session
1	5/11	Introduction & Syllabus Review Chapter 1 – The Food Service Industry	
2	5/18	Chapter 2 –The Food Service Industry Chapter 3 – Fundamentals of Management	Quiz on Previous Chapter Read Next Chapter
3	5/25	No Class – Memorial Day	
4	6/1	Chapter 4 – Food & Beverage Marketing Chapter 6 – The Menu	Quiz on Previous Chapter Read Next Chapter
5	6/8	Chapter 5 - Nutrition for Food Service Operations	Quiz on Previous Chapter Read Next Chapter
6	6/15	Chapter 7 Standard Product Costs & Pricing	Quiz on Previous Chapter Read Next Chapter
7	6/22	Chapter 8 – Preparing for Production Chapter 9 – Production Project Preliminary Review	Quiz on Previous Chapter Read Next Chapter
8	6/29	Chapter 12 Facility Design & Layout Projects returned	Quiz on Previous Chapter Read Next Chapter
9	7/6	Project Day - no Class	Work on FBM Project
10	7/13	Chapter 10 Food & Beverage Service	Quiz on Previous Chapter Read Next Chapter
11	7/20	Chapter 13 – Financial Management Quiz Chapter 10 & 13 Project Due	Quiz on Previous Chapter Read Next Chapter
12	7/27	Final Exam	

13			
14			
15			
16			
17			

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.

Project Grading Scale

Course Name: _____

Student Name: _____

Date: _____

- The Project will be evaluated as scheduled,

Criterion 1 Initial formatting

Project should be typed, in a 3 ring binder with tabs, and easy to follow .	25%
Part 1 -Concept and Marketing	
Part 2 -Menu	
Part 3 - Facility	
Project must be turned in on time, due date will be announced during class time, also on Syllabus.	
No partial grade will apply or at teacher’s academic discretion.	

Criterion 2 – Concept and Marketing

See Project Worksheet –	25%
Must follow instructions completely -	
No partial grade will apply or at teacher’s academic discretion.	

Criterion 3 – Menu

See Project Worksheet	25%
No partial grade will apply or at teacher’s academic discretion.	

Criterion 4 - Facility

See Project Worksheet	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
No Project

