

Course Description**HFT2261 | Restaurant Management | 3.00 credits**

Familiarizes students with the general principles of food production management, work scheduling, and preparation supervision. Emphasis is placed on purchasing and financing, planning and equipping a kitchen, pricing and menu design, and marketing and promoting restaurants. Prerequisite: HFT 1000

Course Competencies:

Competency 1: The student will be able to explain the difference between commercial and noncommercial food service operations, and describe examples of each by:

1. Differentiating between commercial and noncommercial food service operations, highlighting key characteristics, such as profit orientation, customer base, and ownership structure
2. Providing examples of commercial food service operations, such as restaurants, hotels, and catering companies, and explaining their business models and revenue generation strategies
3. Describing examples of noncommercial food service operations, such as schools, hospitals, and military dining facilities, and discussing their unique objectives, funding sources, and service delivery models

Competency 2: The student will describe the three levels of management and identify the various production and service positions in a food and beverage operation by:

1. Describing the roles and responsibilities of top-level management, middle-level management, and first-line management in a food and beverage operation
2. Identifying and explaining the different production positions in a food and beverage operation, such as chefs, cooks, and kitchen assistants, and their respective functions and hierarchy
3. Identifying and explaining the various service positions in a food and beverage operation, such as servers, bartenders, and hosts/hostesses, and describing their roles in delivering high-quality customer service

Competency 3: The student will explain organization charts and the various organizational structures that can be found in food and beverage operations by:

1. Defining organization charts and explaining their purpose in illustrating the hierarchical structure of a food and beverage operation
2. Describing different organizational structures commonly found in food and beverage operations, such as functional, divisional, and matrix structures, and discussing their advantages and disadvantages
3. Analyzing real-world examples of organization charts and organizational structures in food and beverage operations, highlighting how they impact communication, decision-making, and workflow within the organization

Competency 4: The student will describe the steps involved in the management process, and describe a manager's interactions with primary and secondary groups by:

1. Outlining the steps of the management process, including planning, organizing, leading, and controlling, and explaining how each step contributes to effective management in a food and beverage operation
2. Describing a manager's interactions with primary groups, such as employees, customers, and suppliers, and discussing the importance of building relationships and maintaining effective communication with these groups
3. Explaining a manager's interactions with secondary groups, such as regulatory agencies, industry associations, and community organizations, and discussing how these interactions impact the overall success and reputation of the food and beverage operation

Competency 5: The student will explain marketing in terms of providing guest-pleasing service, and discuss the elements and importance of feasibility studies, marketing research, and marketing plans by:

1. Explaining how marketing in the food service industry revolves around providing guest-pleasing service, meeting customer needs, and creating memorable experiences
2. Describing the elements of feasibility studies, including market analysis, financial projections, and

operational considerations, and discussing their importance in assessing the viability of a food and beverage operation

3. Explaining the role of marketing research in gathering and analyzing information about customer preferences, market trends, and competitor strategies, and discussing how it informs marketing decisions and strategies
4. Discussing the importance of developing comprehensive marketing plans, including identifying target markets, setting marketing objectives, and selecting appropriate marketing tactics, to effectively promote a food and beverage operation and attract and retain customers

Competency 6: The student will discuss nutrition and special dietary concerns as they relate to the food service industry, and contrast the nutritional concerns and obligations of commercial and noncommercial operations by:

1. Explaining the importance of nutrition and special dietary concerns in the food service industry, considering factors such as health, allergies, cultural preferences, and dietary restrictions
2. Contrasting the nutritional concerns and obligations of commercial food service operations, which prioritize profitability and customer satisfaction, with those of noncommercial operations, which prioritize nutrition, dietary guidelines, and compliance with regulations
3. Discussing strategies and best practices for addressing nutrition and special dietary concerns in both commercial and noncommercial food service operations, such as menu labeling, ingredient transparency, and staff training on allergen management and dietary accommodations

Competency 7: The student will describe menu pricing styles, menu schedules, menu types, and the menu planning process by:

1. Describing different menu pricing styles, such as à la carte, prix fixe, and buffet, and discussing their advantages, pricing strategies, and customer appeal
2. Explaining menu schedules and their role in determining when and how menus change, considering factors such as seasonality, customer preferences, and culinary trends
3. Describing different menu types, such as breakfast, lunch, dinner, and specialty menus, and discussing how they cater to different dining occasions and customer needs
4. Explaining the menu planning process, including menu development, recipe selection, cost analysis, and menu engineering, and discussing the importance of balancing creativity, profitability, and customer satisfaction in menu design

Competency 8: The student will explain how a menu dictates operations in a food and beverage establishment and describe its importance as a marketing tool by:

1. Discussing how a well-designed menu influences the operational aspects of a food and beverage establishment, such as ingredient sourcing, inventory management, and kitchen workflow
2. Explaining the role of a menu as a marketing tool, including its ability to communicate a restaurant's brand identity, showcase its culinary offerings, and influence customer perception and purchasing decisions
3. Describing effective menu design principles, such as layout, typography, and visual imagery, and discussing how they enhance readability, highlight key menu items, and create a positive dining experience

Competency 9: The student will explain how to create and use standard recipes by:

1. Describing the purpose and benefits of standard recipes in a food and beverage operation, such as consistency in taste, portion sizes, and cost control
2. Explaining the key components of a standard recipe, including ingredient list, measurements, preparation instructions, and cooking techniques, and discussing the importance of clear and concise recipe documentation
3. Discussing the process of creating and updating standard recipes, including recipe testing, ingredient substitutions, and adapting recipes to meet dietary or cultural requirements
4. Explaining how standard recipes are used in various operational areas, such as production planning, inventory management, staff training, and quality control

Competency 10: The student will determine standard food and beverage costs, and describe the main subjective and objective pricing methods by:

1. Discussing the concept of standard food and beverage costs and their importance in determining menu

- pricing and profitability in a food and beverage operation
2. Describing the calculation methods for determining standard food and beverage costs, including ingredient cost analysis, portion control, and yield calculations
 3. Explaining the difference between subjective and objective pricing methods in setting menu prices, and discussing their advantages, limitations, and considerations in terms of cost recovery, competition, and customer value

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society