Food and Beverage Management

Course Number: HMR 256-D01
Monday: 12:45am – 2:15pm.

Instructor: Dr. George Ojie-Ahamiojie
Office: Room FOH 205D
Office Phone: 410-572-8719
Email: gojie-ahamiojie@worwic.edu

All contact with me should be made through Blackboard™ course site.

Office Hours:
M: 2:30pm-3:30pm
T: 12:30pm-2:00pm
W: 12:30pm-3:00pm

COURSE DESCRIPTION

Students receive an overview of food and beverage operations and management. Topics include careers, equipment layout and décor, menu planning, management development, customer service, purchasing, receiving, and storage.

TEXTBOOK


SUPPLEMENTAL READINGS

Handouts will be distributed and/or posted on Blackboard for reading in class.

DOCUMENTATION STYLE REQUIREMENT

MLA styles are the required formats for citing sources in this course.

COURSE REQUIREMENTS

This is a 14-week hybrid course. Each week, students will be required to complete a set of assignments. All assignments are listed in the course syllabus, and specific due dates can be found in the syllabus as well. As this is a hybrid course, you must plan to have regular internet access, and time to explore the resources available on the various ideas and topics we will be covering. You are expected to:

- Complete all discussions, assignments and any other activities on time.
- Participate in all weekly discussions as detailed in the syllabus
BLACKBOARD & ACADEMIC INTEGRITY STATEMENT

Blackboard is being used as a supplementary site in this course. To access Blackboard you need to have access to a computer with an Internet connection. Computers are available on campus in BH 217, HH 100, GH 204, FOH 305 and AHB 108.

Please follow these directions to access course syllabi and any other materials posted for this course:

To access the course in Blackboard:

1. Go to the Wor-Wic home page at www.worwic.edu.
2. Click myWor-Wic at the top of the right side of the webpage.
3. Review page content and click the Login to myWor-Wic link.
4. Enter your Wor-Wic username and password and click Login.
5. Once the myWor-Wic portal page loads, click the link for your class under My Blackboard Classes.

All students logging into Blackboard affirm that they understand and agree to follow Wor-Wic Community College policies regarding academic integrity and the use of College resources as described in the college catalog. Wor-Wic Community College considers the following as violations of the computer usage policy:

- Using the campus computing network and facilities to violate the privacy of other individuals.
- Sharing of account passwords with friends, family members or any unauthorized individuals
- Violators are subject to college disciplinary procedures.

INSTRUCTOR PARTICIPATION AND COMMUNICATION

Students can expect the instructor to:

- Respond to students’ emails within 48 hours.
- Actively facilitate and be a part of the class discussions.
- Probe the students intellectually to think more critically.

Please make sure to include your first and last name when sending the professor an email. Be very specific about your question and inquiries.

PLEASE LEAVE YOUR CELLPHONE OUT OF SIGHT WHILE IN THE CLASSROOM. FAILURE TO DO SO MAY LEAD ME TO DROP YOU A LETTER GRADE AT THE END OF THE SEMESTER.

COURSE OBJECTIVES: Upon completion of this course the student should be able to:
<table>
<thead>
<tr>
<th>#</th>
<th>Course Objectives</th>
<th>Assessment Goals</th>
<th>Assessment Strategies</th>
</tr>
</thead>
</table>
| 1 | Describe the different food and beverage operations in the industry.  
GEO 1,2,3&7 | a. Fine dining  
b. Casual dining  
c. Fast/quick service dining  
d. Bars | Exam Questions  
Class discussion  
Project |
| 2 | Examine the different guest service standards. | Explain and describe different service styles:  
- American style  
- English style  
- French style  
- Russian style | Exam Questions  
Class discussion  
Project |
| 3 | Explain the concepts of management and leadership; and identify their main characteristics.  
GEO 1,2,3,4,6,&7 | Define management, and identify the following:  
- Management concepts  
- Management objectives  
- Management behaviors  
- Management skills  
- Management roles  
Define leadership, and identify the following:  
- Leadership theories  
- Leadership skills  
- Leadership competencies  
- Leadership traits  
Differentiate between a manager and a leader | Exam Questions  
Class discussion  
Project |
| 4 | Examine different personnel issues and motivational theories.  
GEO 1,2,3,6,7 | Describe different personnel issues in the food and beverage operations  
Discuss different motivational theories and how it applies to the food and beverage industry. | Exam Questions  
Class discussion  
Project |
| 5 | Explain dram shop laws and responsible alcoholic service  
GEO 1,2,3,6,7,8 |  
- Define dram shop laws  
- Understand alcohol related laws and the responsibility of the establishments serving these beverages  
- Describe legal issues associated with serving alcoholic beverages  
- Describe how alcohol affects the human body | Exam Questions  
Class discussion  
Project |
- Describe the signs of alcohol abuse, alcoholism and the ways of handling customers
- Train employees as pertaining to beverage laws
- Explain proper storage of alcoholic beverages

### GRADING AND EVALUATION

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions (12)</td>
<td>240</td>
</tr>
<tr>
<td>Quizzes (4)</td>
<td>200</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Individual Assignments</td>
<td>130</td>
</tr>
<tr>
<td>Team Presentation</td>
<td>200</td>
</tr>
<tr>
<td>Attendance</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

### GRADING SCALE

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 - 900</td>
<td>A</td>
</tr>
<tr>
<td>899 - 800</td>
<td>B</td>
</tr>
<tr>
<td>799 - 700</td>
<td>C</td>
</tr>
<tr>
<td>699 - 600</td>
<td>D</td>
</tr>
<tr>
<td>Below 600</td>
<td>F</td>
</tr>
</tbody>
</table>

### MID-TERM GRADING SCALE

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – C</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>Below C</td>
<td>Unsatisfactory</td>
</tr>
</tbody>
</table>

### IMPORTANT DATES

- Spring D Classes Begin: January 15
- Last Day to Add courses: January 26
- Last Day to Drop courses: February 9
- Withdrawal Period: February 10 – March 30
- No Classes: January 18
- No Classes: March 7 – 12
- College Closed: March 25 – March 27
- Final Exams: April 26 – May 2

### MID-TERM GRADES AND GRADE EXPECTATIONS
The midterm grade in this class will reflect any assessment taken by the day midterm grades are due. Any student who would like to discuss their grades should set up an appointment with me in my office.

**QUIZZES AND EXAMS**

Please see the grading and evaluation above. The quizzes and exams maybe in form of true/false, multiple choices, fill in the blank, matching, or short essay questions.

**MAKE UP POLICY**

Make sure to be present for the quiz. No make-up will be allowed except it’s an emergency with documentation.

If you are absent and cannot submit any assignment, upon return to class, you have one week (seven days) from the day you return to submit that assignment. If not, this policy will be effective.

**LATE PENALTY**

All written assignments must be submitted by the due date online. Any late assignment will incur an automatic 50 percent deduction. All team projects will be presented as scheduled in the classroom.

**ATTENDANCE POLICY**

To be considered for attendance, you must submit required assignments, post your discussions, and submit your quiz each week. I do expect every student to be on time with their assignments and discussions. Nonattendance on a regular basis will set you behind on your assignments. This may also affect your other courses and your regular work as well.

**ACADEMIC HONESTY POLICY (GEO 8)**

Students are expected to maintain a high level of academic performance. Cheating and Plagiarism is defined in Wor-Wic’s Student Conduct Policy (appendix of College Catalog). Infractions of this policy may result in the student’s failure of the course, exam, quiz or project, and possible referral to the Students Disciplinary Committee.

**SERVICES FOR STUDENTS WITH DISABILITIES**

Wor-Wic provides reasonable accommodations for students with disabilities, in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. If you are in need of accommodations, please contact the counseling office at (410) 334-2899. For more information, see Wor-Wic's Services for Students with Disabilities web page.

**COURSE SCHEDULE**
<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
</tr>
</thead>
</table>
| 1    | **In Class:** Introduction to Food and Beverage Management, and Syllabus  
      **Online:** *Initial discussion is due by 11:59pm, on Friday* |
| 2    | **In Class:** Chapter 1 – The Food Service Industry  
      **Online:** *Initial discussion is due by 11:59pm, on Friday* |
| 3    | **In Class:** Chapter 2 – Organization of Food and Beverage Operations  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Activity #1 (class): Organizational Chart – 15 points |
| 4    | **In Class:** Chapter 3 – Fundamentals of Management  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Quiz #1 |
| 5    | **In Class:** Chapter 4 – Food and Beverage Marketing  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Activity #2 (team): Create your own campaign – 25 points |
| 6    | **In Class:** Chapter 5 – Nutrition for Food Service Operation  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Quiz 2 – Due by midnight on |
| 7    | **In Class:** Chapter 6 – The Menu  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Midterm Exam – Due by midnight on  
      Activity #3 (individual): Menu Evaluation – 20 points |
| 8    | **Spring Break: 3/7 – 3/12** |
| 9    | **In Class:** Chapter 7 – Managing Food Costs and Menu Pricing  
      **Online:** *Initial discussion is due by 11:59pm, on Friday* |
| 10   | **In Class:** Chapter 8 – Preparing for Production and Chapter 9 – Production  
      **Online:** *Initial discussion is due by 11:59pm, on Friday*  
      Quiz 3 – Due by midnight on |
| 11   | **In Class:** Chapter 10 – Food and Beverage Service and Chapter 11 – Sanitation and Safety |
Online:  Initial discussion is due by 11:59pm, on Friday
Activity #4 (team): Employee Cleanliness and Health Guidelines – 35 points

12 In Class:  Chapter 12 – Facility Design, Layout, and Equipment
Online:  Initial discussion is due by 11:59pm, on Friday
Quiz 4 – Due by midnight on
Activity #5 (individual): Cleaning Schedule – 35 points

13 In Class:  Chapter 13 – Financial Management
Online:  Initial discussion is due by 11:59pm, on Friday

14 In Class:  TEAM PROJECT PRESENTATION
Online:  Don’t forget – Presentations need to be submitted one day in advance
of the in-class presentation

15 In Class:  FINAL COMPREHENSIVE EXAM – May 2nd, 12:00pm – 2:00pm

DISCLAIMER
This syllabus is a working document and subject to change at any time.

ATTENTION
In the event of a flu epidemic or other emergency that results in the suspension of classes,
faculty will be communicating with students about their courses and course requirements, such
as assignments, quiz and exam dates, and class and grading policies, via faculty websites or
Blackboard. Students will be responsible for completing all these assignments in accordance
with class policies. Information about the resumption of classes will be communicated via
College’s website and email system.

DISCUSSIONS
Online discussion is an avenue to further explore topics, concepts, theories and ideas each
week. It is not unusual to further what the textbook discusses on the subject; and have
collaboration and brainstorming on new ideas. As a result of this, each student will be acutely
assessed by receiving excellent grade in the discussions.

For each weekly discussion, you are required and expected to do the following:

– Post a substantive, comprehensive, and thorough responses (i.e., "Oh yes, I like your
  response," "No, I do not agree as well," "I agree with everything you say," or "I disagree
  on your opinion" answer is neither not adequate, it is not an accepted response).
– Initial response must be 200 words or more to be considered a detailed and substantive
  response. Ensure that you define and explain the concept; provide an example to show
your understanding; and demonstrate an application from your own experience or experience of others to show comprehension.

- A minimum of two peer responses must be posted with 100 words or more to earn the full possible points. These responses need to explore further the concepts from your peers’ point of view by providing insights and asking questions for further clarifications.
- It is advisable for you to check the forum each day to see and read what your peers have posted in the discussion forums. Find a peer response that peaks your interests, then with lessons learned from your readings, provide a substantial and detailed response to your peer in the forum.

Remember in an online environment, and you are required and expected to exercise courtesy and proper netiquette when responding to your peers and professor. Showing lack of respect will be handled in an appropriate manner.
APPENDIX

Your team is to select one of the following foodservice companies listed below, and do an extensive research on your selected company. You are not limited to these selections, you may choose other companies not identified above, but with my approval.

- Brinker International
- Darden Restaurants
- Bloomin’ Brands, Inc.
- MacDonald’s
- Coca-Cola
- Pepsico
- Yum Brands
- Cameron Mitchell Restaurants

Your research should include and not limited to the following:
- History
- Founder(s)
- Corporate headquarter
- Subsidiaries
- Products and services
- Corporate responsibilities
- Any past or present legal issues
- Company benefits offered to their employees
- Other findings from your research
- Myths and facts

***Make sure to use visual aids extensively for any of the company chosen. However, visual aid must not take the place of the content.

INSTRUCTIONS

This team project will be in a PowerPoint presentation that will be delivered live in the last weeks of the semester.

Every team member MUST be professional dressed for this presentation.
- Professional dressing mean business attire.
- Men, shirt and tie, not necessarily suit (suit is recommended)
- Women, business wear of skirt and blouse, business dress or suit.
- No jeans, tennis shoes, sneakers, polo shirt, or any casual wear is permitted.

Completed presentation should be emailed to me prior to the day of presentation.

Slides must have necessary bullet points and must not be wordy and clustered.
You may use visual aid on the slides, but cannot be the only information on the slides.
You may use props along with your presentation.
This project must have all citations and references.
Every member of the team must be a full participant in this project.
All discussions and individual portion submissions must take place in blackboard.
Any member(s) of the team that is not a full and cooperative participant must be made known to me on time.
If there is a continuous lack of participation, the team can vote to exclude this member from the team. Communicate this to the member and let me know immediately.
You are free to start this project at any time of your choosing.
If you have any questions, please do not hesitate to contact me.

TEAM PROJECT: TEAM GRADING RUBRIC

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible points</th>
<th>Points earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Presentation had quality and content was relevant</td>
<td>50 points</td>
<td></td>
</tr>
<tr>
<td>● Originality and creativity were evident</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Key points were noted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Research was good and extensive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● First presenter introduced every member of the team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization/Structure</td>
<td></td>
<td>25 points</td>
</tr>
<tr>
<td>● Presentation was well organized, clear, and easy to follow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Good transition from one presenter to another presenter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Purpose of the project was explained to gain audience attention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual component</td>
<td></td>
<td>25 points</td>
</tr>
<tr>
<td>● Visual components were used appropriately</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Visual aids contributed to the overall effectiveness of the project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Visual aids were professionally used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Props</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Handouts</td>
<td></td>
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<tr>
<td>Time management</td>
<td></td>
<td>10 points</td>
</tr>
<tr>
<td>● Time was followed and effectively managed</td>
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<td></td>
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<tr>
<td>● Slides were sent the day before presentation</td>
<td></td>
<td>10 points</td>
</tr>
<tr>
<td>General comments:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
INDIVIDUAL GRADING RUBRIC FOR TEAM PRESENTATION

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible points</th>
<th>Points earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Style of presentation was good</td>
<td>40 points</td>
<td></td>
</tr>
<tr>
<td>• Originality and creativity in presenting information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Knowledge of concepts and ability to explain without reading notes or slides</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual component</td>
<td></td>
<td>20 points</td>
</tr>
<tr>
<td>• Made eye contact and seldom look away from audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Got audience involved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism</td>
<td></td>
<td>30 points</td>
</tr>
<tr>
<td>• Proper attire</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Demeanor and nonverbal cues were appropriate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Good body language and hand gestures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General comments:</td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td></td>
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<tr>
<td>Total points</td>
<td></td>
<td>80 points</td>
</tr>
</tbody>
</table>

INDIVIDUAL ASSIGNMENT
You are to conduct a research and find articles on one of the following topics, and then do what follows next:
1. Myths and facts about good nutrition and wellness, or lack of it.
2. Health benefits and risks of eating farm raised salmon.
3. Health and benefits of eating beef.
   - Explain the general ideas of your chosen topic.
   - Analyze these articles from the authors’ perspectives.
   - Outline the advantages and disadvantages of this topic.
   - Do you agree with these on not? If yes, why? If no, why not?
   - What is your personal perspective on your chosen topic?

This paper must be in APA/MLA format, with New Times Roman and 12 font size.
Research must go outside your textbook for this assignment.
Paper should be two pages only.
See grading rubric below.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Following direction</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Copied and pasted questions and typed response below each</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>• Copied scoring guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Research was conducted using Wor-Wic Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Synthesis</strong></td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>• Issue or topic was relevant to the industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• All questions were answered adequately within the paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Writer showed critical thinking in the paper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Writer showed good transition and segue from one part of the paper to the next</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Structure and Organization</strong></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>• Paper is appropriate length</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Paper exhibits an organized structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sources are credible</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sources are referenced</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mechanics</strong></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>• Grammar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Spelling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Word choice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Punctuation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sentence structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• APA/MLA formatting and citation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>130</td>
<td></td>
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</tbody>
</table>

***Copy this scoring rubric and paste it in the last page of your paper.***