



FLORIDA ATLANTIC UNIVERSITY



**HFT3263-002**

**CRN # 12377**

**PRINCIPLES OF FOOD AND BEVERAGE MANAGEMENT**

**Spring 2020**

**Classroom: Phil Smith (BU) 210**

**Boca Raton Campus, Wednesday 11:00 – 1:50**

### **Professor Information**

Professor: Stella Quintero, MBA Hospitality Management and International Business

Phone: (561) 297-0411 or Cell: (954)263-7857

Email: stella.quintero@fau.edu **PREFERRED METHOD OF COMMUNICATION**

### **Office Hours**

Office Location: Boca Raton campus, Fleming Hall, 3<sup>rd</sup> Floor, Office #338

Office Hours: Wednesdays 9:30m – 10:45 or by appointment.

### **Required Text**

Title: *The Professional Restaurant Manager; David Hayes, Alisha A. Miller, Jack D. Ninemeier Robert Christie Mill*

ISBN -10: 0-13-273992-5; Publisher: Pearson/Prentice Hall; Year: 2014

**This textbook should be available at the FAU bookstore as well as online from various retailers.**

**THIS CLASS WILL USE Canvas FOR EXAMS, ASSIGNMENTS, VIDEOS, ARTICLES, ETC.**

### **Course Description**

A full overview of necessary managerial skills required to hospitality management minors and majors who choose to enter the food service portion of the Hospitality industry: catering, restaurant operations, non-commercial/institutional food service, and private restaurant ownership. The course teaches the basics of menu planning and pricing, food cost, nutrition concerns, restaurant marketing, and production responsibilities.

## **Credit Hours**

3

## **Prerequisites/Co-Requisites**

The prerequisite includes a minimum of 30 credits earned at a postsecondary institution, and HFT 3003, Introduction to Hospitality Management, which is the first required course for students interested in pursuing a *major* or a *minor* in the Hospitality Management Program. Further, it also serves as a pre-requisite for all other hospitality management courses at Florida Atlantic University.

This course also serves as an upper division elective course in the College of Business.

## **Course Learning Objectives**

The learning objectives of HFT 3263, Introduction to Food and Beverage Management are that upon completion of this course students should:

- Be familiar with identifying the common denominators of restaurants;
- Provide a financial overview of the restaurant industry in the United States;
- Identify the reasons that restaurants fail;
- Identify the major reasons that contribute to the financial success of a restaurant;
- Learn basic issues of training and development of staff and employee selection
- Understand basic elements with regard to controlling costs

## **Student Learning Outcomes (SLOs)**

Upon completion of this course, students will be able to:

- Understand the concept of trend analysis and how to apply it to successfully launch a new menu item, restaurant or advertising campaign;
- Distinguish among those advertising media including, radio, televisions, newspaper, magazine, direct mail;
- Identify the pros and cons associated with each type of advertising media (radio, newspaper, magazine, direct mail);
- Describe the impact of “Groupon” and similar discount programs in the restaurant industry;
- List the advantages and disadvantages of using “Groupon” and similar discount programs as a restaurant owner/operator/manager;
- Contrast formal and informal purchasing methods;
- Describe the impact of training to a restaurant’s bottom line;
- Describe the impact of employee turnover to a restaurant’s bottom line;
- Define how “truth in menu” legislation impacts the restaurant industry.

## Grading Scale

A	94.00-100%
A-	90.00-93.00
B+	88.00-89.99%
B	84.00-87.99%
B-	80.00-83.99
C+	78.00-79.99%
C	74.00-77.99%
C-	70.00-73.99
D+	69.00-69.99%
D	60.00-68.99%
F	< 59.99%

## Course Evaluation Method

MIDTERM:	35% (multiple choice and True/False and short answer format)
FINAL:	35% (multiple choice and True/False and short answer format)
RESEARCH PAPER	30% <b>LATE WORK IS NOT ACCEPTED</b>

All letter grades are calculated using the weighted average from the items listed above. Please refer to the above grading scale when determining your overall course grade.

**Curving:** There are no curves provided in this course on any individual assessments *or* on overall course grades.

**Extra Credit:** There are no opportunities for extra credit in this course.

**Tentative Course Schedule**  
**HFT 3263 – Principles of Food and Beverage Management**

<b>Date</b>	<b>Topics</b>	<b>Assignment</b>
<b>Jan. 15</b>	Class and professor introductions, discussion of class expectations, review of syllabus; discussion of the role of F&B in the hospitality industry	Read Chapter 1
<b>Jan. 22</b>	Discuss Chapter 1 (The Restaurant Business)	Read Chapter 2
<b>Jan. 29</b>	Discuss Chapter 2 (Developing a Restaurant)	Read Chapter 3
<b>Feb. 5</b>	Discuss Chapter 3 (The Legal Aspects of Restaurant Management)	Read Chapter 4
<b>Feb. 12</b>	Field Trip (TBA)	
<b>Feb. 19</b>	Discuss Chapter 4 (Managing a Professional Staff)	Read Chapter 6
<b>Feb. 26</b>	Discuss Chapter 6 (The Restaurant Facility)	Read Chapter 5
<b>Mar. 4</b>	Midterm EXAM on Canvas (Chapters 1, 2, 3, 4, and 6)	
<b>Mar. 11</b>	SPRING BREAK – NO CLASS	
<b>Mar. 18</b>	Discuss Chapter 5 (It All Starts with the Menu)	Read Chapters 7 & 8
<b>Mar. 25</b>	Discuss Chapters 7 & 8 (Getting Ready for Production & Quality Foods)	Read Chapter 9
<b>Apr. 1</b>	Discuss Chapter 9 (Serving Guests)	Read Chapter 10 PAPER DUE
<b>Apr. 8</b>	Chapter 10 (Beverage Products and Service)	Read Chapters 11 & 12
<b>Apr. 15</b>	Field Trip (TBA)	
<b>Apr. 22</b>	Discuss Chapters 11 & 12 (Cost Control & Managing Revenue)	
<b>May 6</b>	Final Exam On Canvas (Chapters 5, 7, 8, 9, 10, 11, 12)	

\*This schedule serves only as a tentative overview of the course progression. It is subject to change infrequently based on the learning pace, students' rate of comprehension, and other needs deemed appropriate by the professor. Please be sure to check your FAU email address a minimum of 3 times per week for the latest class information.

\* 1-2 CLASSES WILL TAKE PLACE AT THE BOCA RATON RESORT AND CLUB. THE INSTRUCTOR WILL ANNOUNCE IN ADVANCE THE DATES AND WILL PROVIDE DETAILS ON PARKING, ATTIRE AND EXPECTATIONS.

### **Code of Academic Integrity Policy Statement**

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).

### **Disability / Accessibility Policy Statement**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their web site is: <https://fau.edu/sas>.

### **Religious Accommodation Policy Statement**

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

### **University Approved Absence Policy Statement**

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

### **Incomplete Grade Policy Statement**

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

## **Disruptive Behavior Statement**

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

## **Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct

## **Illness or Extreme Emergency**

A student who misses an exam may receive a make-up exam if he or she suffered from a documented illness or extreme emergency. By “documented,” the professor **requires** a note from a medical professional (doctor, on-campus clinic visit, etc.) or other verification. Additionally, the student (or his or her designee) **MUST** notify the professor within 24 hours of the missed event (i.e., midterm or final). The professor may be reached via telephone or email (contact information listed above). Failure to contact the professor in the time frame provided will result in a grade of 0 being recorded for that particular assessment. The make-up assessment (if provided) will be at the identical level of difficulty and course evaluation percentage as the original assessment.

Documentation (i.e., a doctor’s note) must be turned in directly to the professor in their **original** format. Scanned, photographed, copied, or otherwise manipulated formats will **not be considered acceptable**.

Please note that this policy applies only to illnesses and **extreme** emergencies (i.e., death in family, severe illness, etc.). It will not apply to technical issues as stated below in the Technical Difficulties during Assessments section.

## **Make-up Assignments or Exams/Assessments/Late Assignments or Exams/Assessments**

No assessments (i.e., midterm or final) may be taken late **except** as indicated elsewhere in the syllabus for approved reasons (i.e., illness or extreme emergency, university-approved absences, or religious accommodations). A student is considered “late” for a quiz or exam if he or she does not sign in to take the assessment during the “open hours” as indicated by the professor OR be present in classroom at the time the quiz or exam is administered. The online exam open hours are communicated to students well in advance of the specific assessment for planning purposes. It is fully the student’s responsibility to adhere to these scheduled times.

Further, there are no make-up assessments in this course **except** for approved scenarios as indicated above (i.e., religious accommodations, illness, or university-approved absences). There are no make-up assessments provided for technical difficulties as stated above in the Technical Difficulties during Assessments section. And, there are **no make-ups whatsoever for pop quizzes**.

## **College of Business Minimum Grade Policy Statement**

The minimum grade for College of Business requirements is a “C”. This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university’s “Writing across the Curriculum” and “Gordon Rule” math requirements also have a minimum grade requirement of a “C”.

According to these guidelines, students are required to earn a C or higher grade in this course if they are pursuing a major or minor in hospitality management.

For those students who are taking this class as an elective (both College of Business and Non-College of Business), verification of the minimum acceptable grade requirements may be discussed with their respective academic advisors, program directors, department chairs, or other appropriate university representatives.

## **Grade Appeal Process**

A student may request a review of the final course grade when he or she believes that one of the following conditions applies:

- There was a computational or recording error in the grading
- Non-academic criteria were applied in the grading process
- There was a gross violation of the professor’s own grading system

The procedures for a grade appeal may be found in FAU Regulation 4.002, Student Academic Grievance Procedures for Grade Reviews. This document may be accessed at the following link:

[http://www.fau.edu/regulations/chapter4/4.002\\_Student\\_Academic\\_Grievance\\_Procedures\\_for\\_Grade\\_Reviews.pdf](http://www.fau.edu/regulations/chapter4/4.002_Student_Academic_Grievance_Procedures_for_Grade_Reviews.pdf)

### **Holidays**

In accordance with FAU guidelines, no assessments or course communications will occur during scheduled FAU holidays.

### **Withdrawals**

Any student who decides to drop the course is responsible for completing the proper paper work required to withdraw from the course according to FAU guidelines and deadlines.

### **Attendance Policy**

In an eLearning course, there are no physical attendance requirements or guidelines. The professor will have voluntary meetings “virtually” using technology (i.e., Collaborate) and students are encouraged to attend for their own learning enhancements and discussions. However, these virtual meetings are completely mandatory. These meetings will be announced and scheduled via email with sufficient notice provided to all students registered in the course.

### **Email Account Requirements**

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all electronic mail correspondence. All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

### **Email Account Requirements (Continued)**

**The professor prefers communication via email. Further, the professor will utilize electronic communication frequently as a means to foster a strong relationship between teacher and student.**

***Students are required to check their FAU email address a minimum of 3 times per week during the entire course time period.***



## **Definition a Mostly Online/Mixed/Hybrid Course at FAU**

In many cases, students ask what a hybrid/mostly online/mixed mode course is. At FAU, it is described as course without any extra technology fees, that is a combination of face-to-face (F2F) traditional instruction **mixed** with online or eLearning distance components. It combines the best of both worlds and is much more convenient for our students – many of whom are working part-time or full-time.

Faculty members will have a minimum of 20% of class time in a F2F setting and up to 80% of the entire class can be taught online using the learning management system (LMS), Canvas.

There is no reduction in course contact hours or workload per Florida Administrative Code, Rule 6A-10.033 (see above section, Class Time Commitment).

Students comment that hybrid or mixed mode instructional delivery is usually their most preferred method because it has components for F2F but also integrates the convenience of distance.

It is the instructor's discretion as to when and how much online (between 20% and 80%) will be utilized. Please make sure you check your FAU emails a minimum of 3 times per week to know what method of instruction will be utilized for each week.

For a detailed description of the hybrid teaching model, please see the excellent example provided by the University of Wisconsin – Milwaukee at: [http://www4.uwm.edu/lrc/hybrid/about\\_hybrid/](http://www4.uwm.edu/lrc/hybrid/about_hybrid/)

## **Professionalism/Netiquette**

In order to enhance the learning environment, students are requested to use professionalism and “netiquette” at all times when communicating with their professor or with their peers. This includes all forms of communication including, but not limited to, email, telephone, instant messaging, virtual chats (i.e., Collaborate), and in-class discussions. The FAU Student Code of Conduct (see the Disruptive Behavior Statement above) includes **all** student behavior including that which takes place during eCommunication. Students who violate professionalism and common courtesy will be subject to the guidelines of the FAU Code of Academic Integrity and/or the FAU Student Code of Conduct. As future business professionals, common courtesy, respect, and ethical behavior is expected of all students affiliated with this course.