

Common Course Outline for:

Hospitality Management (HSMA 2144) Business Management (BUSN 1154)
"Food and Beverage Management and Cost Control"

A. Course Description

1. Number of credits: 4
2. Lecture hours per week: 4
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

This course is designed to provide students with an understanding and application of the principles of food, beverage, labor, cost control, and management functions for restaurants and food service operations.

B. Date last reviewed: May, 2016

C. Outline of Major Content Areas

1. An introduction to restaurants and characteristics of their owners.
2. Concept development, location selection and specific restaurant design.
3. Developing a Business and Marketing Plan including financing, leasing, legal and tax matters.
4. Menu and equipment planning and kitchen layout.
5. Food Purchasing, Production, and Sanitation.
6. Service Management as well as Relationship Marketing skills.
7. Bar, Beverage, and technology in the restaurant industry.
8. Restaurant Operations, Budgeting, and Cost Control.
9. Organization, recruiting, and staffing skill-sets.
10. Employee training and development.

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Have knowledge of the different types of restaurants and their owners.
2. Comprehend skill-sets to develop restaurant concept, location, and design.
3. Develop a restaurant Business and Marketing Plan.
4. Analyze potential financing and leasing options.
5. Comprehend legal and tax matters.
6. Develop a menu to complement concept.
7. Plan, develop, and equip a restaurant kitchen.

8. Analyze a proper Food Purchasing Program for restaurant concept.
9. Execute proper Food Production and Sanitation Program.
10. Develop a service and Guest Relations Program
11. Possess knowledge of Bar and Beverages.
12. Analyze restaurant Operations, Budgeting and Control functions necessary for success.
13. Organize, recruit, and staff a restaurant concept.
14. Develop an employee Training and Development Plan.

E. Methods for Assessing Student Learning

The instructor will choose from a combination of evaluation procedures including exams, quizzes, project-based learning, case studies, etc.

F. Special Information: None