HOS 255  
FOOD SERVICE MANAGEMENT

COURSE DESCRIPTION

This course is a study of operational food service management. Topics include food service operations, layout and design of restaurants, marketing and sales promotion, food and beverage procedures, and public relations.

3 Cr (3 lect/pres, 0 lab, 0 other)

COURSE FOCUS

The focus of this course is operational food service management. Topics include food service operations, layout and design of restaurants, marketing and sales promotion, food and beverage procedures, and public relations.

TEXT AND REFERENCES


COURSE GOALS

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. analyze advertising mediums
2. assess menu pricing styles
3. associate marketing tactics
4. categorize food service types
5. categorize purchasing program goals
6. categorize technology benefits
7. characterize management process
8. characterize specialty menus
9. classify food and beverage production manager concerns
10. classify organizational structures
11. compare menu engineering software
12. contrast service managers nutritional responsibilities
13. define keywords and terminology
14. demonstrate sample service sequence
15. describe alcohol serving procedures
16. describe production positions
17. describe service positions
18. diagram relational positions
19. diagram work flow
20. discuss kitchen design factors
21. discuss management levels
22. discuss management process
23. distinguish food service operations
24. evaluate menus
25. explain employee income control procedures
26. explain nutritional importance
27. explain operating ratios
28. identify food service industry positions
29. identify management levels
30. identify specialty menus
31. illustrate restaurant organizational structure
32. interpret food and beverage equipment selection factors
33. list commercial food service facility types
34. list common design mistakes
35. list management process steps
36. name common food service accidents
37. name food and beverage equipment
38. name food service accident prevention measures
39. outline food service development and origins
40. outline layout and design planning process
41. recognize unsafe food causes
42. summarize design considerations
43. summarize standard recipe advantages
44. use suggestive techniques
45. chronicle feasibility steps

STUDENT CONTRIBUTION

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class.
COURSE EVALUATION

Grading Scale:
90 - 100 points = A
80 - 89 points = B
70 - 79 points = C
60 - 69 points = D
59 - 0 points = F

Grade Calculation:
30% Chapter Quizzes
30% Mid-term Exam
30% Final Exam
10% Online Activity (Answering Discussion Questions and/or Case Study)

COURSE SCHEDULE

The class meets for 3 lecture/presentation hours per week.

Approved by:  ________________________  Developed/Revised: 8/15/2014
Ken Flick, Division Dean for Business/Industrial Division
ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student’s responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the TCL Student Handbook, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College’s statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in and communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student’s responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdrawal the student with a grade of “W”, “WP”, or “WF” depending on the date the student exceeded the allowed absences and the student’s progress up to the last date of attendance

or

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL’s STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division Office and in the Learning Resources Center.
HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

EMERGENCY TEXT MESSAGE ALERT

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp