

PURDUE UNIVERSITY

HTM 492 - Advanced Food Service Management

Spring 2008

Dr. Carol A. Silkes, CEC
Choi
Graduate Assistant

Chef Kevin Bordelon
Assistant Professor

Jin-Kyung
Clinical Chef Instructor

Office: 152 C Stone Hall

Office: 156 Stone Hall

Office: 156 Stone Hall

Office Phone: 494-3449

Office Hours: TBA

Office Hours: TBA

Office Hours: W 1:00-2:30pm

Office Phone 496-2374 Email: choi108@purdue.edu

TH 1:00-2:30pm

E-mail: KevPaul@Purdue.edu

E-mail: csilkes@purdue.edu

María Ha

Graduate Assistant

Office: 156 Stone Hall

Office Hours: TBA

M-Mail: Ha2@purdue.edu

Course Outline

A. Course Description

HTM 492 is an advanced hospitality management simulation designed to give students an opportunity to experience hands on practice in a wide range of managerial skills and techniques that are normally associated with the duties of a hospitality operations manager. Students are expected to manage, market, develop daily specials, produce, execute and evaluate a casual fine dining experience. The students are expected to utilize the skills and knowledge gained in this, and previous courses in order to make necessary managerial decisions and provide strong leadership, training and guidance to classmates in the production of a realistic and successful casual fine dining experience.

B. Course Format

The format for this class will require a team approach to management, consisting of students from each day forming a weekly management team managing the JPR Bistro for one week during the course of the semester. The team members will be responsible for inventory, scheduling, creating daily specials, marketing, employee management, service, dinner execution, clean up, and evaluation. The focus of these meals will be to produce and serve an exceptional meal in keeping with the standards of the HTM 492 class.

Each Management Team must electronically submit and post a report one week after the completion of their week as managers. The required contents of each report are described in full on the HTM 492 Web CT Vista 4 Blackboard.

<https://blackboard.purdue.edu/webct/logon/31064062021>

C. Course Objectives

To create, articulate, discuss, apply and evaluate decisions in a business environment of a casual fine dining food service operation. Emphasis is placed on utilizing effective management skills to create a high quality, profitable operation with well planned systems and highly motivated, organized employees.

Upon completion of this course the student should be able to:

- Apply principles of line production kitchen organization
 - Apply principles of production flow and timing
 - Demonstrate facility and equipment operation and maintenance
 - Apply principles of product storage and rotation
 - Apply principles of purchasing and selection
 - Apply principles of quality food production
 - Apply principles of table service in a casual fine dining operation
 - Apply principles of wine service in a casual fine dining operation

- Demonstrate competency in working a POS system
- Demonstrate the ability to understand food cost and contribution margins
- Demonstrate the ability to decrease food costs and increase contribution margins
- Demonstrate the ability to design a menu responsive to the economic and esthetic requirements of the establishment
- Demonstrate staff scheduling and professional supervision
- Apply principles of safety and sanitation in accordance with model food code and Indiana law
- Demonstrate the ability to design and execute marketing campaigns
- Learn to work in a team environment

D. Required Materials

You must bring entire uniform and utensils to each lab regardless of position. This is part of the Uniform check by the managers.

HTM baseball hat (Bring from 291. If you have misplaced or lost your hat from 291 you will need to purchase an additional one from Bev in Room 155, Stone Hall for \$6.00)

Black Bistro Apron & Name Tag (Supplied by Lab Fee and will be handed out the second week.)

Additional Items need to be purchased by student and brought for inspection second week of class

White long sleeve collared dress shirt (for front of house dress)

Conservative neck tie (any color, nothing obscene)

Black trousers (not corduroy or denim)

Chef coat (Kitchen) or long sleeved dress shirt (Front of the House);

Pressed and free from stains

Black belt and shoes (non-slip sole)

Note: White chef's coat or solid black (NO LOGO, must be cleaned and pressed, no stains)
This is critical. All Kitchen staff and personnel have a right to refuse entry into the kitchen without a clean complete uniform. This means and TA, faculty or staff.

Instant Read Thermometer

Pulltap Double Hinge Waiter Style Cork Screw Note: Pulltap is a brand and style. I suggest you *google* it so you can see what it looks like so you purchase the correct type.

All of these materials must be brought to class the week of Jan 14th -17th 2008

Note: Violation of any part of the dress code will result in being sent home and dropping a grade and a half. Yes, that means you can not get an "A" and will be required to make up two additional lab classes. This uniform policy is valid for the complete semester and any time you are in the kitchen. It is important to represent the school in a professional manner at all and any time. The uniform policy is a reflection of the class and the program. Respect the uniform policy and you respect the program.

Required Texts:

NRA Bar Code: Managers Resource from HTM 491

On Cooking (Cost Genie pricing CD-ROM) – Student Version

Just the CD ~~~NOT the text book!

Pearson/Prentice Hall ISBN#: 0-13-17132-99

E. Required Certification

The service of alcoholic beverages in Indiana requires that all persons serving and managing be properly licensed to serve alcoholic beverages. If you are not currently licensed you are required to apply for the appropriate Type 900 permit from the Indiana Alcoholic Beverage Commission. The procedures for filing this application will be provided in class. We will send in everyone's registration in bulk. Your card will be sent to your home.

The cost of the permit is **\$30.00** and must be paid by **MONEY ORDER**.

The **money order** is due **WEEK TWO!!!!** Yes, next week!.

If this is not completed by January 18th you will not be permitted to attend class, thus resulting in a grade reduction and make up time.

The money order should be made payable to :

Indiana Alcohol & Tobacco Commission

In addition to the Type 900 permit, all students are required to be certified in the responsible service of alcoholic beverages through the NRA Bar Code Exam. If you have not yet passed the exam you must purchase the Bar Code Manager Resource from the Book Store. The booklet contains the exam form and the Exam will be administered in the third week of classes.

Course Policies

A. Professionalism

The HTM Department is offering this course with some degree of risk. The financial risks are obvious, but also at risk is the reputation of the John Purdue Room as a high quality restaurant and Purdue's reputation as one of the best Restaurant and Hotel Management schools in the country.

Due to these risks and the educational goals of this course, it is expected that students will at all times conduct themselves in a professional and responsible manner while participating in lab and while planning, organizing and implementing of their meals. At all times during the meal, the managers should be addressed and treated as if they were actual managers in a non-academic work situation.

Remember, managers can discipline, or even fire employees, if deemed necessary. Therefore, students should always conduct themselves in a responsible and professional manner while fostering an atmosphere of teamwork and cooperation. Each and every student has a stake in the success or failure of each meal.

If a manager "fires" you for the day (sends you home for a legitimate reason that can not be resolved). You will take a 15% overall grade deduction and have to make up the class double.

B. Dress and Grooming Requirements

The following dress codes and grooming standards will be strictly enforced during lab time. Improper dress or grooming may result in dismissal from the lab. You are expected to be in the appropriate uniform by 2:30 p.m., and prepared to participate in the lab. Any manager or employee that is not appropriately dressed at the beginning of lab will be required to leave and acquire the correct uniform. This will be treated as a tardiness from lab. It will be the manager who is responsible for inspection of uniforms and enforcement of the policy.

Management Team

The management team is expected to set a high standard in dress and appearance. It is very important to project a neat, well-groomed professional appearance to both the guests and fellow lab participants at all times.

Facial Hair Growth

No New facial hair can be grown during the semester. Ok what does this mean? If you have established facial hair you may keep it as long as it is maintained and trimmed. You may be required to wear a beard net at the discretion of the instructors. If you have stubble or ragged growth you will be considered tardy and out of uniform. You will be required to see Bev for a razor to shave the growth.

Women: Business attire - Dress, suit or pantsuit. Closed toe shoes. **No nail polish allowed.** Neat and well groomed at all times.

Men: Suit, tie and dress shoes. Dress in a professional manner. **No nail polish allowed.** Neat and well groomed at all times.

If the uniform policy is not enforced by the managers of the day, *both managers of the day* will lose 20 points from their management of the day grade!

You must be wearing a uniform and name tag at all times when working in the laboratory. This includes during non-lab hours for managers if they are in the lab working with food or in food storage areas. Uniforms are expected to be clean and pressed, and shoes should be clean and polished if appropriate. It is important for food service professionals to maintain the highest standards of personal hygiene. Hair restraints should be worn at all times when working with food, and long hair should be tucked up under hats or hairnets. **Hands should be washed prior to lab, after using the washroom, and as often as necessary while in lab.**

Reminder: -When in the Kitchen, the appropriate uniform plus a HTM baseball cap

-When in the dining room the appropriate uniform and an HTM black bistro apron is required.

Miscellaneous

Lockers: Lockers are available for your use on lab days only. Women's lockers are located in G14; men's in G54. For your protection, it is recommended that you use a lock (especially if you want to keep valuables safe during lab). At the end of lab, your personal articles and lock must be removed.

Jewelry: The wearing of jewelry should be as follows: A plain band of gold or engagement ring is acceptable. Specifically, **NO** bracelets, watches, rubber bands for “Lance” flea collars, facial piercing, or necklaces.

Earrings: A single piercing in each ear is allowed. Nothing Dangling!

Fingernails: Must be short and clean, absolutely no nail polish or acrylic nails!

C. Attendance / Tardiness

1. Students are required to attend all labs.
2. Dismissal by either the instructor or the management team, for an entire lab, will result in an automatic deduction of **15 percent from your final grade** and time missed must be made up **double** before the end of the semester. Dismissal from a second lab will result in failing the course.
3. Attendance in Laboratory is mandatory. Missing one lab will result in a deduction of 15 percent from your final grade, missing a second lab will result in failing the course. Missing a lab for any reason, even sickness or interviews, will result in making up **double** the time missed. Yes, this means having to complete two additional lab days. All time missed must be made up prior to the end of the semester by consent of all instructors.
4. Lab starts promptly at 2:30. Tardiness is not acceptable.
 - The first tardiness offense will require that the **time late be made-up double** in the form of cleaning or some other duty as designated by an instructor.
 - The second offense, even if you have made up the time, will result in a one letter grade deduction in your final grade, and assignment to the 291 clean up days during finals week.
 - The third offense will result in the deduction of another letter grade, and assignment of two clean up days for 291 during finals week.
 - The fourth offense will result in a failing grade in the course.

The only excused reason for missing a lab is to attend another non-voluntary university approved function. In such cases, documentation of the required function must be provided to Dr. Silkes, before your scheduled lab. If Dr. Silkes, approves your absence you should make every attempt to switch labs with another student. If you are able to switch with another student, both students must notify Dr. Silkes, of the switch. Personal or medical emergencies will be handled on a case by case basis.

D. Honesty Policy

Students are permitted and encouraged to work as team members; however, you should not copy the work of another student. Your final manager's reports are to be your own work entirely, even in the case of co-managers for a meal. Any student cheating on a report will receive a zero for the assignment. The student will not be allowed to make the work up or do any outside work to improve on the score. All Students must read and sign the "DEFINITION OF ACADEMIC DISHONESTY" provided at the start of class.

E. Grading Policy

Your grade is based on your performance as a manager, employee, committee member, team member, and written reports. The breakdown of the various components of your grade will be listed on webCT Vista 4 Blackboard.

Grade Breakdown:

I Sanitation Quiz ~Week 2 75pts

I Manual/Menu /wine pairing quiz wk 3 or 4 100pts

I Management Night Performance 175pts

See breakdown sheet

I Individual Menu Project 100pts

I Individual Written Report 50pts

I Instructor Semester Evaluation 100pts

I Team Peer Evaluation 75pts

T Inventory Check In 25pts

T Team Grade 300pts

See breakdown sheet

Total Point 1000 points

F. Grading Scale

The final grading scale is for total semester points.

93.5 -100 A (935 points or higher)

88.5-92.4 B (885-934 points)

84.5-88.4 C (845-884 points)

74.5-84.4 D (795-844 Points)

Below 74.4 F (794 or less)