

**McLennan**  
C O M M U N I T Y  
**COLLEGE**

WACO, TEXAS

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**COURSE SYLLABUS**  
**AND**  
**INSTRUCTOR**  
**PLAN**

**Principles of Food and Beverage Operations**  
**HAMG 2301.80**

**NOTE:** This is an 8-week online course.

**Karen Crump, Professor**

**COVID 19 Notice:**

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

# PRINCIPLES OF FOOD AND BEVERAGE OPERATIONS

## HAMG 2301

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### Course Description:

An overview of food and beverage management in various hospitality environments. Emphasizes cost controls from procurement to marketing and sales.

### Course Objectives and/or Competencies:

- Identify food and beverage operations in various hospitality settings.
- Describe the methods for incorporating cost control techniques and identify areas of excessive cost and waste
- Compare a forecasted budget to an actual budget
- Identify techniques that impact sales.
- Create and analyze a menu plan and pricing strategies, production, purchasing, and quality assurance

### Prerequisites and/or Corequisites:

None

### Minimum Requirements Needed for this Course:

This is an online course. Students should have basic computer skills, a knowledge of Office 365 especially Word, Excel and PowerPoint, and a basic understanding of how to use search engines and common web browsers. Access to a computer and internet are required to be successful. There are plenty of computer stations throughout the campus for your use including 2 labs in the BT Building and stations in the library. Check the MCC website for hours of these locations.

### Instructor Information:

Instructor Name: Karen Crump  
MCC E-mail: kcrump@mclennan.edu  
Office Phone Number: 254-299-8290  
Cell Phone Number: 254-722-6159  
Office Location: BT205  
Office Hours: 1:00p – 500p Mondays in office; 10:00a – 12:00p Wednesdays/Thursdays online  
I will be happy to set up a zoom session during this time or at any time that is convenient. My office phone number (2542998290) will always be the access code for all zoom sessions.

**\*\*Since we are preparing for the business world, appointments are preferred and can be made for any time, Sunday to Saturday, based on my availability\*\***

Other Information: Feel free to contact me at any time; Please no calls before 7:30am or after 7:00pm! Texts are acceptable

### Required Text & Materials:

Textbook: Food & Beverage Cost Control, 7th Ed.  
Author: Dopson and Hayes  
Publisher: Wiley  
ISBN: ISBN: 978-1-119-52499-1

[MCC Bookstore Website](#)

The text and ExPrepLab have been included in the course; you should have received an email from RedShelf or BryteWave; access to the book and lab are also available in Brightspace.

ExPrepLab...you will be signing into this excel software program to complete your chapter assignments; it is a special software that provides excel assistance

### Methods of Teaching and Learning:

Assigned readings, discussion groups, group/individual projects and presentations, real world case studies and assignments, written reports/papers, exams, and quizzes.

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## Free Microsoft Office 365:

MCC offers Office 365 free of charge to all MCC students. If you are in need of this software, please type in Office 365 in the search bar on MCC's website to learn how to download it. There are specific directions for those of you with a chromebook.

**Mission Statement:** My mission for this class is to provide you with knowledge of restaurant controls so if you find yourself responsible for a food and beverage operation you have the tools needed to make it more profitable.

## Outline or Schedule (subject to change):

<b>WEEK 1</b> Introduction Chapter 1: Managing Revenue and Expense	<b>WEEK 5</b> Chapter 8: Controlling Other Expenses Chapter 9: Analyzing Results Using the Income Statement TEST#3: Chapters 7-8
<b>WEEK 2</b> Chapter 2: Creating Sales Forecasts Chapter 3: Purchasing and Receiving TEST#1: Chapters 1-3	<b>WEEK 6</b> Chapter 10: Planning for Profit Chapter Chapter 11: Maintaining and Improving the Revenue Control System TEST#4: Chapters 10-11
<b>WEEK 3</b> Chapter 4: Managing Inventory and Production Chapter 5: Monitoring Food and Beverage Costs	<b>WEEK 7</b> Problem Solving Practice Project Work Review
<b>WEEK 4</b> Chapter 6: Managing Food and Beverage Pricing Chapter 7: Managing the Cost of Labor TEST#2: Chapters 4-6	<b>WEEK 8</b> FINAL

## Course Grading Information (subject to change):

Orientation	30
Attendance/Class Participation	70
4 Chapter Exams	400
Comprehensive Final	100
10 Chapter Quizzes (10 pts each)	100
15 Assignments (10 pts each)	150
Semester Project*	<u>150</u>
	1000 points

## Allocation of letter grades will be as follows:

A	900 - 1000 points / 90%+
B	800 - 899 points / 80% - 89%
C	700 - 799 points / 70% - 79%
D	600 - 699 points / 60% - 69%
F	<600 points / <60%

\*\*The number of total points may change due to changes in the syllabus; however, the percentages applied will remain the same (ie. 90% of total points will be equivalent to an A)\*\*

Your final grade will be kept up-to-date in the grade book based on the assignments that have been graded. You will see something like 45/50. The 1<sup>st</sup> number refers to your grade from the graded assignments; the 2<sup>nd</sup> number refers to the points that were available for that graded work. It will not include any assignments not yet graded. You have to get to 700 points to pass.

### ORIENTATION (30 points)

Since this is an online class, it is important you understand how the class is organized. Orientation activities are designed to assist you with key information and details. Take it seriously.

### ATTENDANCE/CLASS PARTICIPATION: (70 points)

Every week, I will provide an activity for completion. May vary from a simple question to an actual activity. I want to encourage some discussion and engagement. Your submission will count towards

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these attendance points. If you respond to someone's submission, you will receive some additional credit – see Extra Credit section for details.

### **CHAPTER TESTS/COMPREHENSIVE FINAL: (500 points)**

There will be 4 chapter tests given throughout the semester as well as one comprehensive final exam. Exams will be in a true/false, multiple choice, and short answer format. All tests will be on brightspace. If you miss a test date you will not be able to re-take it so take your test deadlines seriously. Since this is an online environment, if you are found to have copied/pasted online content into an exam question, you will receive a 0 for that test.

### **CHAPTER QUIZZES (100 points)**

Various quizzes will be given throughout the semester to gauge your knowledge of the reading material. Your 10 highest quiz scores will be counted.

### **MISCELLANEOUS ASSIGNMENTS (150 points)**

Various assignments will be given throughout the semester to enhance and gauge your understanding of the material. Your 15 highest scores will count towards your grade.

### **SEMESTER PROJECT (150 points)**

For this project, you are going to be creating a food truck concept. using the content we discuss throughout the semester to create various reports. This project will culminate in a written report detailing the development of the business.

## **GENERAL INFORMATION:**

### **COMMUNICATION**

All communication including changes to the syllabus will be sent to you through your MCC email address (your 2 initials student ID#@students.mclennan.edu) and announcements in Brightspace. Please make sure you know how to access both. I would suggest setting up your school email – a gmail account - on your smart phone if you have one. My recommendation is to check your emails several times a day.

When sending emails to me, make sure you use effective business format. In the subject line, be specific as to the purpose of your correspondence. Avoid typing in all caps. Be clear and concise in what you are trying to communicate. I check emails on a regular basis throughout the day so they will be returned within 24 hours of receipt except over the weekend or holidays. Those emails will be returned on the first business day that MCC is open. If there is a sense of urgency, email is not the best method to use. Pick up the phone and call me. If texting me for the first time, make sure you identify yourself in case I do not have your number in my contacts.

Before you make the effort to contact me, ask yourself where you can find the answer to your question. For example, have you checked the syllabus? Brightspace? A fellow classmate? Managers in the business world expect you to be problem solvers. This is a skill that can be learned so a good time to practice is now while you are in college.

### **ASSIGNMENTS**

All required assignments for the week can be found in Brightspace under the weekly module. Due dates are also posted on the course homepage under Upcoming Deadlines. It is important that you complete all assignments in the weekly module so I would highly recommend you start there every week for your "to do" list.

You will be using Brightspace to submit all assignments. However, should you encounter challenges, you can email it to me at [kcrump@mclennan.edu](mailto:kcrump@mclennan.edu) by the deadline. This should be the exception however so if you need assistance on how up upload in Brightspace, make an appointment with me. Most assignments must be typed in Excel using ExPrepLab for this class. Handwritten assignments will not be accepted. When saving your assignments, make sure to properly name it. This is good business practice.

Presentation is important in the business world. Your documents must look professional. For that reason, your homework assignments must look professional. Take a few minutes after completing the assignment and ask yourself if it looks professional. Points may be lost if your submission does not look neat and organized. Font should never be bolded unless you are trying to emphasize a point....spacing should be just right...indents used when needed.

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### **LATE WORK AND MAKE UP WORK:**

Due dates and deadlines are important in the business world. If you miss a crucial deadline, it could cost your company a significant opportunity/expense. For that reason, late work will not be accepted unless prior arrangements have been made in advance. So pay attention to due dates!

### **ADDITIONAL BONUS POINTS CAN BE EARNED:**

In the working world, you do not have to be the smartest person to be successful. However, you do have to show initiative, work hard and prove that you care about the company and the business. For that reason, I am going to apply those same principles to this class. You have the opportunity to put forth additional effort and earn additional bonus points to achieve a higher grade.

### **EXTRA ASSIGNMENTS (75 points):**

1. 25 points Interview/report with an industry professional  
Conduct a formal interview with a food and beverage professional (must be an owner/manager or director level and pre-approved by me); submit at minimum a 3-page typed report about what you learned from your discussion
2. 20 points Shadow a Restaurant Manager for at least 4 hours.  
Submit at minimum a 3-page written report detailing the experience. See me before scheduling this bonus so I can send you a confirmation form that must be signed off on by the manager.
3. 10 points Complete a course evaluation at the end of the semester.
4. 20 points Read "Unreasonable Hospitality" by Will Guidara  
Complete a 3-page book report in business format about what you learned from the book

### **ATTENDANCE:**

It is your responsibility to make mature and reliable decisions regarding your commitment and performance to this class. MCC's school attendance policy requires me to take attendance. I have decided on a method that will

According to our school's policy, should you miss 4 weeks of activity by March 23, I will need to drop you from the class. However, I will never drop you without your prior approval. Remember that you will be financially responsible for the class even if you drop and the 6-drop rule will be applied. The college's official policy can be accessed from the link in the addendum.

**[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)**  
**(<https://www.mclennan.edu/highlander-guide/policies.html>)**

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

### **GRADES:**

If you do not agree with a grade, you have one week from the time it is posted to review it with me.

Answers to the tests are not provided. If you would like to review your test, please make an appointment with me so we can review it together.

### **MY PHILOSOPHY ON LEARNING:**

Learning is hard. Learning is frustrating. Learning takes work. It takes time. Learning can also make you uncomfortable. And learning is a CHOICE. The responsibility to learn is yours and yours alone. I am committed to introducing you to new terms, concepts and ideas and helping you in any way I can to sort out any confusion. But you must own the learning part and want it bad enough to ask questions when you do not understand and see me to sort out more complex and time-consuming issues. I will do everything I can to help you on this journey but I will not do the work for you. If you find that you need additional support, more than I can provide, MCC offers plenty of resources in our Student Success department. Feel free to come see me if you would like to explore these services. So in the spirit of learning something new, embrace the work ahead of you! In the words of Dr. Seuss, "Oh the Places You'll Go!" (hopefully you are never too old for a little Dr. Seuss wisdom!)

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### **Instructor Recommendations:**

An online course takes self-discipline to achieve success. This class is broken out week by week with specific assignments and activities that must be completed. My recommendation is to always log into the course every Monday, the start of every week, to assess what your week looks like with respect to assignments and deadlines. You may have a chapter quiz and test on that chapter in the same week so it is better to plan ahead.

Make sure to go into this class with a back up plan in case your computer crashes and your internet goes down. Know what you will do if one of those scenarios happens. These situations cannot be used as reasons for assignments not getting completed by the deadlines. Know that there are many computer labs available on campus. The library probably offers the greatest availability. Do your research and investigate into these labs so you are better prepared.

Take the orientation seriously so you gain an understanding of the course format and structure on Brightspace.

The textbook is an integral part of the course and chapter reading will be required every week.

Since the responsibility of learning falls on your own personal efforts, make sure to reach out to me if you are confused about something. Before placing the call however, please make sure you check all resources including the syllabus and your classmates to find a solution; my experience has been that answers to most questions can be found there. I do my best to respond to your inquiries as quickly as possible but for planning purposes, anticipate at least a 24-hour turnaround.

Reading and comprehension are key to being successful in an online environment. If you have reached this point in the syllabus, please email me with the subject line, "I have really read the syllabus" for an added bonus.

### **Course Notes:**

1. Just a reminder that the announcements section on homepage only shows the last announcement. You must click on the Show All Announcements link to open up all announcements. Same with the deadlines....only 5 show so you must open up the calendar to see them all.
2. Weekly content will open up every Monday at 12:01am.

### **Student Behavioral Expectations or Conduct Policy:**

I am a "hotelie" at heart and just love the philosophy of Ritz Carlton Hotels, a luxury brand. To borrow from their motto, "*We are Ladies and Gentlemen serving Ladies and Gentlemen*". Even though this class is in an online format, we will treat each other with mutual respect. If you are frustrated with something and do not understand, please talk to me. I am here for support and to help you succeed. I am not out to get you or make things difficult. But let's face it, sometimes in college you have to do things you don't like doing...that is why a degree offers so much value to employers- it proves you can go the distance! Remember, your behavior and character are the only things that you have complete control of in your life. Make the most of it!

### **Instructor/Class Academic Integrity Statement:**

In the business world, if you are caught stealing, you will immediately lose your job. That same premise will be applied to our class. Cheating on exams or plagiarizing (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) may result in a failing grade and you will be reported to Student Discipline. Keep in mind with online classes, using the internet to copy/paste answers for tests and assignments is considered cheating.

### **TurnItIn**

Brightspace has a feature called TurnItIn...it allows me or you to run your assignment through a reader to reveal the percentage of the paper that has been plagiarized. As long as you are within a 0-25% margin, you will be fine; anything higher will result in points lost. Anything higher than 60% will result in a 0 and potential discipline action. My recommendation is to run your assignment thru this feature to see your results before you submit it. I will notify you if this feature has been turned on for an assignment.