



COURSE SYLLABUS

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities.

SECTION 1: COURSE INFORMATION

Course Number & Name: HFT 4457, Restaurant Food & Beverage Cost Controls
CRN: 11670
Course Credit Hours: 3
Semester: Spring 2020
Department/Program: School of Resort & Hospitality Management
Meeting Times/Location: Tuesdays, 1:30-4:15 pm/ RHM 117
Format: On Campus
Instructor Name: Beirne Brown, FMP, SWE
Office Location: Sugden Hall, Room 206B
Contact Information: Email through Canvas; Office Phone # 239-590-1298
Office Hours: Tuesdays, 12:30 1:15pm
Prerequisites: HFT FSS 3338C and HFT 3404

Course Description: This course takes a comprehensive look at the methods, tools, and techniques to control food, beverage and labor costs in restaurants and clubs.

Required Text: Food and Beverage Cost Controls, 6th Edition, Dopson
ISBN: 9781118988497

Supplemental Reading:

Course Website (CANVAS): <http://elearning.fgcu.edu> (requires ID and password to login). On this site, I will post class materials and grades.

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES (PLOs)

Upon successful completion of the program students will be able to:

PO1: Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.

PO2: Apply effective communication skills.

PO3: Evaluate information and make decisions using critical thinking and problem solving skills.

PO4: Apply ethical reasoning and professional judgment.

C. COURSE LEARNING OUTCOMES

At the completion of this course, students should be able to:

1. Students will evaluate multiple principles and practices of management, leadership, and customer service specific to resort and hospitality operations.
2. Students will express an awareness of career opportunities and differentiate industry options.
3. Students will demonstrate various methods of effective communication.
4. Students will apply knowledge, receive feedback and reflect on their career path growth through industry work experience.
5. Students will participate in community service activities to foster a sense of social responsibility.
6. The student will apply critical thinking/problem solving skills to resort and hospitality operations related issues.

D. MEASUREMENTS OF STUDENT LEARNING OUTCOMES

MEASUREMENTS OF STUDENT LEARNING OUTCOMES FOR COURSE ASSESSMENT REPORT

The following expectations were determined by the C3 leadership (Core Course Coordinators for the LCOB in the spring of 2012. These are the LCOB goals—not grades. The LCOB is not looking to replicate our grade distribution.

Exemplary: If 90% of the students got 80% of the questions correct, performance was exemplary

Exceed: If 80% of the students got 80% of the questions correct, expectations were exceeded

Meet: If 70% of the students got 80% of the questions correct, expectations were met

Does not Meet: If less than 70% of the students got 80% of the questions correct, expectations were not met

Consistent with the LCOB standards, the goal (meets standard) is for at least 70% of students to get 80% of the material correct.

ALC/ILO/ RHM Learning Objectives	Course Learning outcomes	Assessment
Content/Discipline Knowledge & skills	<ol style="list-style-type: none"> 1. Students will evaluate multiple principles and practices of management, leadership, and customer service specific to resort and hospitality operations. 2. Students will express an awareness of career opportunities and differentiate industry options. 3. Students will demonstrate various methods of effective communication. 4. Students will apply knowledge, receive feedback and reflect on their career path growth through industry work experience. 5. Students will participate in community service activities to foster a sense of social responsibility. 6. The student will apply critical thinking/problem solving skills to resort and hospitality operations related issues. 	Assignments and quizzes.
Communication	<ol style="list-style-type: none"> 1. Apply learned principles from above to case studies and final project. 	Mid Term Case Study, Team Case Study, Final Project
Critical/Analytical Thinking	<ol style="list-style-type: none"> 1. Apply learned principles from above to case studies and final project. 	Mid Term Case Study, Team Case Study, Final Project

ALC – Academic Learning Compact (State of Florida requirements)

ILO – University Learning Outcomes

PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES
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A. Course Grading: assigned based on the total number of points earned on the following assignments:

GRADE COMPONENT	POSSIBLE POINTS	ACTUAL POINTS	CUMULATIVE TOTAL
EXAMS	200		

ASSIGNMENTS (PAPERS, PRESENTATIONS, RESEARCH, ETC.)	200		
ATTENDANCE	250		
QUIZZES	150		
CLASS PARTICIPATION	200		
PEER EVALUATIONS			
Total Course Points	1000		

B. How Your Final Course Grade Is Determined based on 1000 points?

Grade	Percentage Range	List Points Range (If Used)
A	93% - 100.0%	
A-	90% - 92%	
B+	87% - 89%	
B	83% - 86%	
B-	80% - 82%	
C+	77% - 79%	
C	70% - 76%	
F	Less than 60%	

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

- A. TEACHING METHODS**– instructor will use lecture, class interaction, visual demonstrations (video and Power Point) and field research;
- B. TEACHING PHILOSOPHY** – instructor believes in an inclusive style of education and information sharing; experiential growth is key to the success of the process, and all viewpoints will be given full opportunity for discussion.
- C. MESSAGE TO STUDENTS** – this course should provide current food and beverage industry employees with an overview of the financial aspects of a successful business operation, along with methodology of f&b financial controls.

D. WHY SHOULD YOU TAKE THIS COURSE? – this class will enable one to assess their career interest in the financial business aspects of the food and beverage industry.

E. ATTENDANCE POLICY – attendance is expected.

F. POLICY REGARDING ASSIGNMENT COMPLETION DEADLINES – to be announced

SECTION 5: CLASS SCHEDULE OUTLINED FOR SPRING 2020

WEEK	Due Date	Chapters, Topics & Assignments	Assessment Methods
1	1/7	Course Introduction: class format, student roundtable on background and expectations, instructor introduction; TEXT: Chap 1: Managing Revenue and Expense	
2	1/14	TEXT: Chap 2: Creating Sales Forecasts	
3	1/21	TEXT: Chap 3: Purchasing and Receiving	
4	1/28	TEXT: Chap 4: Managing Inventory and Production QUIZ: Chapters 1,2,3	
5	2/4	TEXT: Chap 5: Monitoring Food and Beverage Product Costs Preparation for and team assignments for Mid Term Case Study	
6	2/11	MID TERM CASE STUDY PRESENTATIONS TEXT: Chap 6: Managing Food and Beverage Pricing	
7	2/18	QUIZ: Chapters 4,5,6 TEXT: Chap 7: Managing the Cost of Labor (PARTIAL)	
8			
9	2/25	TEXT: Chap 8: Controlling Other Expenses TEXT: Chap 7: Managing the Cost of Labor (PARTIAL)	
	3/3	SPRING BREAK: NO CLASS	
10	3/10	TEXT: Chaps 9 (Analyzing Results) and 10 (Planning for Profit)	
11	3/17	CASE STUDY – TEAM ASSIGNMENT	
12	3/24	QUIZ: Chaps 7,8,9	
13	3/31	FINAL PROJECT PRESENTATION	

14	4/7	Chap 11: Maintaining the Revenue Control System	
15	4/22	FINAL EXAM REVIEW	
16	4/29	FINAL EXAM	

“THE INSTRUCTOR RESERVES THE RIGHT TO AMEND THE SCHEDULE AS DEEMED NECESSARY.”

SECTION 6: CLASSROOM FORMAT, POLICIES, MANAGEMENT STATEMENT

A. CLASS ROOM FORMAT

This course is taught both in traditional classroom mode, and supplemented with in-class activities and outside assignments. Learning strategies will be student focused, using both self-directed and group interaction. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

Students are also expected to be familiar with the textbook material as assigned and to keep up with the schedule of readings. Not all topics in each chapter will be covered in class lectures due to time limitations. Students are therefore individually responsible for becoming familiar with all assigned materials and assigned chapters

B. CLASSROOM POLICIES CLASS CONDUCT GUIDELINES

Students and the professor have a duty to respect and preserve the integrity of the learning environment of every class. Accordingly, disruptive behavior is not permitted and is subject to disciplinary action. Examples of disruptive behavior are excessive private conversations with other students, the sound or use of mobile phones or laptop computers, abruptly entering or leaving the room without immediate explanation, and returning late from a class break

CELL PHONES AND LAPTOPS

Our class time is valuable and should be devoted to lecture and class activities. Texting and/or talking on cell phones are NOT permitted during class time. Please turn your ringers off prior to the start of class. If you wish to use a laptop to take notes, you are welcome to do so, but you must sit in the back row. If you are using a laptop, only class material should be accessed on your computer. Using personal email, Facebook, or other non-class-related sites is NOT permitted during class time.

The use of cellphones in class, for text messaging or calls, will result in loss of 5 points from the final grade and continuous use of cell phones will result in dismissal from the class. When asked to refrain from using laptops/Tablets, students are expected to follow instructions or be dismissed from the class.

PROFESSIONALISM

Professional/business attire is required for final presentations, site visits and guest speakers.

SPECIFIC GUIDELINES

- Please do not use your cell phones in class or leave class to answer a call.
- Please do your computer only in the back row of the classroom.
- Please do not leave class early unless prior approval was given.
- Please do not eat in class. EACH DAY THERE WILL BE A 15 MINUTES BREAK between 3:00 PM and 3:30 PM (BEFORE OR AFTER). DRINKING IS OK.
- Please keep up with current events in the industry by reading periodicals and newspapers.
- Please become familiar with and adhere to the academic honesty policy of the University. If you have any question or need a clarification, please do not hesitate to ask your professor for a clarification.
- Please read the assigned chapters and know the material well enough to discuss it in the class.
- Please participate in the class discussions.
- Please attend class every week.
- Please be on time for class
- Please submit assignments and reports on time.
- Please respect your fellow classmates by not talking during class unless you are asking or answering a question or contributing to a discussion.
- Please do not enter the classroom in the middle of a presentation or when a guest speaker is present.

ATTENDANCE POLICIES, PREPAREDNESS and PARTICIPATION

I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Your attendance is essential to your success and to the development of our classroom community. My assumption is that since you have chosen to be in this class, you will handle your presence in the class responsibly and courteously. This means that you will abide by the rules and regulations of the class.

Attendance

Attendance in this class is not mandatory. However, absence from class can reduce your course grade. You are responsible for all material discussed or assigned during the class. If you miss a class session, it is your responsibility to get that information from other students (not from your professor). Each class will include in-class assignments that cannot be made-up after the class is over. Note taking will be important for you to be able to grasp and understand fully the concepts and issues presented and discussed. A sign-in roster will be used to verify students' presence in the classroom

Preparedness and Participation

You are expected to prepare adequately for, and to participate actively in, every class discussion. I will begin each class with the assumption that you have fulfilled your responsibility to read all assigned material carefully and completely and that you are ready to present and discuss in class your answers in respect to all assigned cases. During the course, your preparation and preparedness (P&P) in each class is evaluated and you will receive assignments to partially assess your P&P, specifically in case briefing.

Good participation requires that in class you publicly respond to questions and comments from the professor and from fellow students, and that you spontaneously offer your own thoughts and opinions on the material. Neither mere attendance nor merely saying something in class meets this standard. You are expected to bring to and to demonstrate in each class sufficient preparation, intellectual curiosity, and

language skills to engage in a high level of disciplined analytical thought and discussion that enhances your and your fellow students' learning. All these factors affect your preparedness and participation grade.

This assessment addresses Learning Outcomes 9 thru 11.

STUDENT'S WORK/ASSIGNMENTS

All examinations, bubble sheets, quizzes/answer sheets, assignments, projects etc., remain the property of the university. If students wish to review either, they may do so in my office. A file will be kept in the office with all assignments and exams.

- Work/Assignments that do not follow direction/requirements will not be read, graded or evaluated and will receive only ten percent (10%) of the total points for submission.

- All out-of-class assignments must be submitted on CANVAS in the "Turn-it-in-drop box".

Students must be present in class and on time for submitted assignments to be accepted. A copy of the submitted assignment must be brought to class for in-class discussions.

- Late assignments will be deducted 10% for each day late.

- Any information you want the instructor to know must be in writing. No telephone calls or oral explanations will be accepted. I will respond to all emails MONDAY thru FRIDAY BEFORE 7 PM.

- Telephone calls for information from the instructor are accepted.

- All update or changes will be announced in class and on CANVAS.

All written assignments should adhere to the following format:

- Typed in a university compatible software (recommend Microsoft Word) =12 - point font (Times or Times New Roman).

- 1 - inch margins on the top, bottom, left and right.

- Double space.

- Spell check. Points will be deducted for excessive mistakes.

- Grammar check. Points will be deducted for excessive mistakes.

- Page numbers at the bottom right of each page.

- Date, assignment title and your name in the header of the document.

- Use headings and if appropriate, sub-headings, to help organize your papers. A reader can get lost in a paper that seems to go on forever. Headings help the reader keep track of the information within a paper.

- The required report format is APA style. If you are not familiar with APA style, please refer to the following Websites for guidelines: <http://webster.comnet.edu/apa> and http://owl.english.purdue.edu/handouts/research/r_apa.html

- Grading criteria for papers: 50% Content 50% Writing.

For written assignments, your grade will be based on the on content of the paper and on the writing criteria listed above.

FORBIDDEN: Plagiarizing

1. Plagiarizing, which is copying words directly out of a published document without using quotation marks and giving the author credit; or paraphrasing another person's ideas or thoughts as your own without giving reference (APA STYLE MUST BE USED FOR CITATIONS AND REFERENCES). MORE THAN 20% OF COPIED INFORMATION – BASED ON TURN-IT-IN WILL RESULT IN POINTS DEDUCTED.

2. Copying another person's work including using notes, cheat sheets, etc. during an exam

3. Handing in work prepared by another individual as your own work

4. Any act of intellectual or general dishonesty.

RESULT: Any violation will result in the assignment of a zero for the project or exam plus expulsion from the course.

ENCOURAGED: Assisting other students in learning:

1. Broadcasting useful websites to classmates over listserv.
2. Answering any difficult questions posed by classmates over listserv.
3. Participate actively in-group discussions in class and on-line.
4. Helping classmates with course structural misunderstandings, due date confusion, computer technical questions, etc.

NOTE: ALL ASSIGNMENTS AND WORK IN AN ONLINE CLASS IS INDIVIDUAL WORK, UNLESS OTHERWISE DIRECTED.

C. POSTING OF GRADES - All grades will be posted on CANVAS within 5 to 10 days after assignments are submitted. CANVAS will notify you each time there is a change in grades. You are encouraged to check your grade during the semester. You can do so by visiting CANVAS. It is your responsibility to keep up with your grades at all times. Missing grades must be brought to my attention within 5 days after grades are posted to CANVAS.

D. MAKE UP POLICY – You must be present for in-class assignments. No exception to this policy. No makeup exams will be given. However, students who miss an exam will be allowed to take a comprehensive exam at the end of the semester. Your professor must be notified in advance of the missed exam; or in the case of an emergency, documentation must be submitted.

SHOULD YOU HAVE ANY QUESTIONS CONCERNING YOUR PROGRESS, GRADES, OR OTHER ISSUES PERTAINING TO THE CLASS, PLEASE LET ME KNOW AS SOON AS POSSIBLE SO THAT THEY CAN BE ADDRESSED IN AN EFFICIENT MANNER. CANVAS NOTIFIES YOU WHEN GRADES ARE POSTED. DO NOT WAIT UNTIL THE END OF THE SEMESTER TO QUESTION GRADES OR YOUR PROGRESS. NO CORRECTION WILL BE MADE AFTER 10 DAYS.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the **FGCU Student Guidebook** under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this

class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239 - 590 - 7956 or TTY 239 - 590 - 7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

<http://www.fgcu.edu/generalcounsel/files/policies/4.005%20Student%20Observance%20of%20Religious%20Holidays.pdf>

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance. (<http://www.fgcu.edu/catalog/>) In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Angel.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

Eagle Mail - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account MUST be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.

- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>.
- The ANGEL (at <http://elearning.fgcu.edu>) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (**at least once a day**).
- Log in to ANGEL at <http://elearning.fgcu.edu>. You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on ANGEL are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread**. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141

