

CATALOG INFORMATION

Dept and Nbr: CUL 258.4 Title: INTRO TO FRONT HOUSE OPS
Full Title: Introduction to Front House Operations
Last Reviewed: 2/3/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: CUL 256.3

Catalog Description:
Provides an introduction to the management of front house operations in a variety of environments, including hotels, restaurants, wineries, and catering businesses. Introduces principles of revenue, profit and cost controls; employee recruiting and training; menu planning and food production; and sales and marketing.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: Provides an introduction to the management of front house operations in a variety of environments, including hotels, restaurants, wineries, and catering businesses. Introduces principles of revenue, profit and cost controls; employee recruiting and training; menu planning and food production; and sales and marketing. (Grade Only)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or equivalent

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Demonstrate knowledge of the principles of theme and concepts, food and beverage revenue, costs, controls, and pricing.
2. Demonstrate knowledge of the principles of customer service, employee recruiting, training, sales and marketing.

Objectives:

At the conclusion of this course, the student should be able to:

1. Summarize the types of income and expense found in a food service operation's budget.
2. Describe factors affecting the costs of food and beverages.
3. Describe the responsibilities of the management personnel of an independent restaurant, hotel, and catering operation.
4. Describe the key employee positions of an independent restaurant, hotel, and catering operation and describe how each is recruited and trained.
5. Describe how a food service operation's menu reflects its concept and customer demographics.
6. Analyze the menu creation process of an independent restaurant, hotel, and catering operation.
7. Discuss marketing and advertising options for increasing a restaurant's visibility and sales.

Topics and Scope:

- I. Revenue, Expense and Profit
 - A. Projecting sales and the factors that affect sales
 - B. Budget: income and expense items
 - C. Determining prior cost as a percentage of sales
 - D. Factors that affect cost of food and labor
- II. Manager's Duties and Responsibilities
 - A. Employee recruiting and training

- B. Supervision and leadership
- C. Customer relations
- D. Interface with owner or superior
- III. Key Culinary and Service Employee Positions
 - A. Duties
 - B. Responsibilities
 - C. Recruiting, training and employee retention
- IV. Menu Planning and Food Production
 - A. Planning a menu according to demographics and market demand
 - B. Menu creation process
 - 1. Product availability
 - 2. Food preparation
 - 3. Storage
 - 4. Labor quality and availability
 - C. Concepts and theme
- V. Sales and Marketing Strategies
 - A. Creating sales in-house
 - B. Advertising and marketing the business

Assignment:

1. Field trips to food and beverage businesses (4 - 6), which occur during regular class hours
2. Browse and research the websites of the businesses scheduled for field trips prior to the visit (ungraded)
3. Maintain a field notebook of field trip visits (ungraded)
4. Write a 2-3 page synopsis of each of the businesses visited on field trips, addressing the topics of focus
5. Final exam

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Field trip synopses

Writing
30 - 50%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving
0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Final exam

Exams 30 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category 10 - 20%

Representative Textbooks and Materials:

Instructor prepared materials