

CUL 256.3 Course Outline as of Fall 2015**CATALOG INFORMATION**

Dept and Nbr: CUL 256.3 Title: INTRO FOOD/BEVERAGE OPS

Full Title: Introduction to Food and Beverage Operations

Last Reviewed: 1/13/2025

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: CULT 256.3

Catalog Description:

Provides an introduction to the management of food and beverage operations in a variety of environments, including hotels, restaurants 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:****Limits on Enrollment:****Schedule of Classes Information:**

Description: Provides an introduction to the management of food and beverage operations in a variety of environments, including hotels, restaurants 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:

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. Students will be able to:

Demonstrate knowledge of the principles of 1) theme and concept; 2) food and beverage revenue, costs, controls, and pricing; 3) customer service; 4) employee recruiting and training; and 5) sales and marketing.

Objectives:

Upon successful completion of this course the student will 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 basic calculations involved in food costing and menu pricing.
4. Explain the reasons for taking an accurate inventory and monitoring food costs.
5. Describe the responsibilities of the management personnel of an independent restaurant, hotel, and catering operation.
6. Describe the key employee positions of an independent restaurant, hotel, and catering operation and describe how each is recruited and trained.
7. Describe how a food service operation's menu reflects its concept and customer demographics.
8. Analyze the menu creation process of an independent restaurant, hotel, and catering operation.
9. 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
- E. Taking inventory

- F. Monitoring food costs
- G. Food costing and menu pricing calculations
- 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. Food costing and menu pricing
- V. Sales and marketing strategies
 - A. Creating sales in-house
 - B. Advertising and marketing the restaurant

Assignment:

Representative assignments:

1. Field trips to food service businesses (3 - 5), which occur during regular class hours.
2. Browse the websites of the businesses scheduled for field trips prior to the visit.
3. Write a 2 - 3 page synopsis of each of the businesses visited on field trips, addressing the topics of focus.
4. Maintain a field notebook including printouts of websites and field trip synopses.
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; review; field notebook

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; Completion, essay; short answer

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