

CUL 256.10 Course Outline as of Fall 2020**CATALOG INFORMATION**

Dept and Nbr: CUL 256.10 Title: RESTAURANT OPERATIONS

Full Title: Restaurant Operations

Last Reviewed: 1/27/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:

Catalog Description:

Theories and practices for restaurant management, including restaurant finances, cost control, menu development, marketing, human resources and legal issues, guest service essentials, hiring, training, supervision, and alcoholic beverage service and standards.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:**Schedule of Classes Information:**

Description: Theories and practices for restaurant management, including restaurant finances, cost control, menu development, marketing, human resources and legal issues, guest service essentials, hiring, training, supervision, and alcoholic beverage service and standards. (Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or 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:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

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. Apply theories and practices for restaurant management, including restaurant finances, cost control, menu development, marketing, human resources and legal issues, guest service essentials, hiring, training, supervision, and alcoholic beverage service and standards.

Objectives:

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

1. Evaluate a restaurant's concept to determine potential for success or failure.
2. Create and price a menu for profitability.
3. Identify key factors, including customer demographics, location and menu design, in designing a restaurant kitchen and dining room.
4. Create a realistic budget for a restaurant given specific criteria.
5. Project food and beverage sales and expenses on a daily, monthly and annual basis.
6. Implement methods to increase employee productivity in the kitchen and the dining room.
7. Manage a dining room to achieve maximum levels of service, efficiency and revenue.
8. Select appropriate kitchen equipment and supplies.
9. Analyze a profit and loss statement.
10. Ensure that all government tax laws and regulations are followed.
11. Create an effective marketing plan for a restaurant.
12. Satisfy all laws pertaining to the sales and service of alcoholic beverages.
13. Implement proper labor cost controls through effective hiring and scheduling methods.
14. Develop a productive work environment using effective leadership and supervision strategies.
15. Describe the roles of a restaurant manager.
16. Implement effective guest service procedures.

Topics and Scope:

- I. Introduction
 - A. The food service industry
 - B. Industry trends
 - C. A restaurant's concept
 - D. Why restaurants fail
 - E. Success factors
- II. Pricing and Designing the Menu
 - A. Costing, pricing and profitability
 - B. Inventory management
- III. The Physical Facility
 - A. Front of the house
 - B. Back of the house: workplace design
 - C. Sanitation and food safety
- IV. Kitchen Equipment and Interiors
 - A. Equipment selection
 - B. Equipment types
 - C. Interior surfaces
 - D. Equipment maintenance
 - E. Energy management
- V. Financial Operations
 - A. Budgeting and controlling costs
 - B. Financial management
 - C. Structure and analysis of labor
 - D. Laws and regulations
- VI. Restaurant Marketing and Promotion
- VII. Bar and Beverages
 - A. Sales and proper service of alcoholic beverages
 - B. Laws and regulations
- VIII. Human Resources and Legal Issues - Laws and Regulations
- IX. Supervision and Leadership - Restaurant Manager
- X. Guest Service Essentials

Assignment:

1. Reading assignments, 5-10 pages per week
2. Written reports:
 - a. Describe a local restaurant's concept and how that concept is portrayed
 - b. List factors contributing to success or failure of a restaurant; write a 1-2 page summary report
 - c. Describe techniques to market a local restaurant
 - d. Write a rationale of a weekly labor schedule
3. Problem solving assignments:
 - a. Perform exercises costing out food portions and recipes
 - b. Outline methods to solve typical operational problems in a restaurant
 - c. Create a labor schedule for front and back of the house employees
 - d. List considerations in making an employee schedule comply with budget
 - e. Role play different guest service scenarios and troubleshoot solutions
4. Quizzes (4-6)
5. Final project

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.

Written reports on concept; success and failure; marketing; labor analysis; final project

Writing
30 - 40%

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

Recipe costing; labor schedule; customer service scenarios

Problem solving
20 - 30%

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.

4-6 Quizzes

Exams
20 - 30%

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

Attendance/participation

Other Category
20 - 30%

Representative Textbooks and Materials:

Instructor prepared materials