

CUL 256.10 Course Outline as of Spring 2007**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: HOSP256.10

Formerly:

Catalog Description:

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

Prerequisites/Corequisites:

Course Completion of CUL 250 (or CULT 250) and Course Completion of CUL 250.1 (or CULT 250.1)

Recommended Preparation:

Course Completion of ENGL 100 and Course Eligibility for MATH 150A OR Course Completion of EMLS 100 (or ESL 100) and Course Eligibility for MATH 150A

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

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

Prerequisites/Corequisites: Course Completion of CUL 250 (or CULT 250) and Course

Completion of CUL 250.1 (or CULT 250.1)

Recommended: Course Completion of ENGL 100 and Course Eligibility for MATH 150A OR
Course Completion of EMLS 100 (or ESL 100) and Course Eligibility for MATH 150A

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

Outcomes and Objectives:

Upon completion of this course, the student will 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. Given specific criteria, create a realistic budget for a restaurant.
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. Implement effective cash and credit handling procedures.
10. Create a profit and loss statement.
11. Describe the roles of a restaurant manager.
12. Implement proper labor cost controls through effective hiring and scheduling methods.
13. Ensure that all government tax laws and regulations are adhered to.
14. Apply for an ABC (Alcoholic Beverage Control) license and satisfy all laws pertaining to the sales and service of alcoholic beverages.
15. Establish an employee training program.
16. Develop a productive work environment using effective leadership and supervision strategies.

17. Implement effective guest service procedures.

Topics and Scope:

I. Introduction

- A. The food service industry
- B. Industry trends
- C. Why restaurants fail
- D. Success factors
 - 1. Right concept
 - 2. Execution
 - 3. Service
 - 4. Meeting customer expectations

II. Pricing and Designing the Menu

- A. Importance of the menu
- B. Menu types
- C. Menu pricing
- D. Pricing methods
- E. Menu analysis and measuring menu strength
- F. Menu design and layout
- G. Developing the menu for profit

III. The Physical Facility

- A. Front of the house
 - 1. Layout
 - 2. Atmosphere
- B. Back of the house: workplace design
- C. Sanitation and food safety

IV. Kitchen Equipment and Interiors

- A. Equipment selection
 - 1. Materials used
 - 2. Energy sources
 - 3. Specifications
- B. Equipment types
 - 1. Dry heat cooking equipment
 - 2. Steam equipment
 - 3. Fryers
 - 4. Small equipment
 - 5. Dishwashers
 - 6. Refrigeration equipment
- C. Interior surfaces
- D. Equipment maintenance
- F. Energy management

V. Financial Operations

- A. Budgeting and controlling costs
 - 1. Forecasting sales
 - 2. Budgeting costs
 - 3. Gross Profit
 - 4. Controllable expenses
 - 5. Productivity analysis and cost control
 - 6. Seat turnover
 - 7. Controlling theft and accidental loss
 - 8. Guest check and cash control

- 9. Cash control without cashiers
- B. Financial management
 - 1. Uniform system of accounts for restaurants
 - 2. Break-even point analysis
 - 3. Cash flow budgeting
 - 4. Payroll costs
- C. Structure and analysis of labor
 - 1. Labor cost management
 - 2. Task and job analysis
 - a. Jobs
 - b. Positions
 - c. Scheduling
- D. Inventory management
 - 1. Purchasing
 - 2. Receiving
 - 3. Storage
 - 4. Collaborating with chef
- VI. Laws and Regulations Affecting Restaurants
 - A. Local, state and federal taxes
 - B. Federal and California laws governing employment
 - C. Legal aspects of contract services
 - D. Discharging employees
 - E. Reporting of tips to the Internal Revenue Service
 - F. Wage and hour audit
- VII. Bar and Beverages
 - A. Alcoholic beverage licenses
 - B. How to apply for a license
 - C. Overview of Alcoholic Beverage Control (ABC)
 - D. Third-party liability
- VIII. Human Resources and Legal Issues
 - A. Regulatory environment: Equal employment opportunity
 - 1. Federal laws
 - 2. Bona Fide Occupational Qualification (BFOQ)
 - 3. Sexual harassment
 - 4. Affirmative action
 - B. Staffing the Restaurant
 - 1. Recruitment
 - 2. Selection
 - 3. Job descriptions
 - C. The hiring process
 - 1. Interviewing
 - a. Questions to avoid on the application form and during the interview
 - b. Multiple employment interview
 - 2. Telephone references
 - 3. Background investigation
 - D. Personnel selection
 - 1. Employment testing
 - 2. Substance abuse screening
 - 3. Pre-employment physicals and drug examinations
 - E. Employment of minors
 - F. Employment of undocumented workers

IX. Supervision and Leadership

A. Employee training and development

1. The need for a system and training
2. Responsibility for training
3. Orientation
4. Training methods
5. Professional training and development program

B. Leaders and managers

1. Leadership theories
2. Team building
3. Motivating employee performance
 - a. Manager's role
 - b. Theories of motivation

C. Performance appraisal

D. Organizational climate

1. Dimensions of
2. Developing a productive organizational climate

E. Supervision of shift operations

X. Customer Service Essentials

A. The service encounter

B. Service personnel as a team

C. Customer service employee positions

Assignment:

1. Reading assignments, 5-15 pages per week.
2. Written reports:
 - a. Report on restaurant food service trends in the last 20 years (2-3 pages).
 - b. List factors contributing to success or failure of a restaurant. Write a 1-2 page summary report.
 - c. Compare California and federal law regarding employment issues and write a 2-3 page summary of similarities and differences.
 - d. Conduct online research and compile a restaurant personnel notebook with job descriptions for 5 key restaurant personnel.
 - e. Interview 2-3 local restaurateurs regarding most desirable attributes of a restaurant professional. Write a 2-3 page summary.
3. Homework/problem solving assignments:
 - a. Compare 2-3 restaurant menus and analyze how design, layout, and pricing pertain to the restaurant concept. Write a 3-5 page report.
 - b. Analyze a sample profit and loss statement and write a 2-3 page summary of recommendations for bringing costs and sales in line for profitability and identifying which line items to adjust.
 - c. Make a list of typical line items of income and expenses for a uniform system of accounts. Be prepared to discuss in class.
 - d. List considerations in making an employee schedule comply with budget.
 - e. Create an outline for back-of-house and front-of-house employee training programs for two different restaurant concepts.
4. Problem solving scenarios (representative assignments):
 - a. Labor cost management

- b. Food cost management
 - c. Inventory management
 - e. Role play different guest service scenarios and troubleshoot solutions.
5. Quizzes (4-6).
6. 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.

Written reports.

Writing
30 - 40%

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

Homework/problem solving assignments.

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.

Multiple choice, True/false, Matching items, Completion, short answer; essay.

Exams
20 - 30%

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

Attendance/participation.

Other Category
5 - 10%

Representative Textbooks and Materials:

Christie Mill, Robert. Restaurant Management: Customers, Operations and Employees. Prentice Hall, 2nd Edition, 2001.

The Restaurant: from Concept to Operation, Third Edition. Walker John R. and Lundberg, Donald E. John Wiley & Sons, Inc., 2000.