

CUL 256.3 Course Outline as of Fall 2004**CATALOG INFORMATION**

Dept and Nbr: CUL 256.3 Title: FOOD/BEVERAGE OPERATION

Full Title: Food & Beverage 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	8	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 food and beverage management in the food service operation. Introduces principles of cost control, inventory and record keeping, purchasing, receiving and storage, production goals and standards, and marketing and sales.

Prerequisites/Corequisites:

Completion of or concurrent enrollment in CUL 250 and CUL 250.1.

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100.

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

Description: Provides an introduction to food and beverage management in the food service operation. Introduces principles of cost control, inventory and record keeping, purchasing, receiving and storage, production goals and standards, and marketing and sales. (Grade Only)
 Prerequisites/Corequisites: Completion of or concurrent enrollment in CUL 250 and CUL 250.1.
 Recommended: Eligibility for ENGL 100 or ESL 100.
 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 successful completion of this course the student will be able to:

1. Describe methods of procuring perishable and nonperishable goods for a restaurant operation.
2. Discuss purchasing, receiving and storage control standards, issues and challenges.
3. Apply principles and proper procedures for sanitation and safe, hygienic food handling and storage.
4. Practice good record keeping habits.
5. List the essential elements of the food production process.
6. List factors affecting the costs of food and beverages.
7. Solve problems concerning ways to reduce labor costs.
8. Explain the steps for figuring profit and loss.
9. List marketing and advertising options for increasing a restaurant's visibility and sales.

Topics and Scope:

I. Purchasing systems

- A. Methods of procuring product for different types of operations
- B. Determining quantity, quality, price and storage needs
- C. Keeping records

II. Receiving product

- A. Invoice checking for accuracy of product and price
- B. Expectation of quality

III. Storage options

- A. Perishable vs. nonperishable product storage
- B. Quality control
- C. Security
- D. Accessibility

- E. Recording inventory
- IV. Production goals and standards
 - A. Determining quantity of product
 - B. Determining necessary labor
 - C. Determining food and labor costs
 - D. Production mise en place
 - E. Achieving production goals
- V. Elements of a profit and loss statement
 - A. Figuring cost as a percentage of sales
 - B. Determining profits, losses and break even point
- VI. Sales and marketing strategies
 - A. Creating sales in-house
 - B. Advertising and marketing the restaurant

Assignment:

Assignments may include:

1. Complete charts and checklists for food purchasing and receiving.
2. Research and bring to class stories of food and beverage operations in the media (newspapers, magazines, industry publications, the internet). Present findings orally.
3. Write a 2-3 page synopsis of each of the businesses visited on field trips.
4. Maintain a field journal of stories and field trip synopses.
5. Two to three quizzes; 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; field notes journal.

Writing
20 - 30%

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

Charts and checklists.

Problem solving
10 - 20%

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

Oral presentations.

Skill Demonstrations
10 - 20%

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

Multiple choice, True/false, Matching items, Completion, Essay; Short answer.

Exams
40 - 50%

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

Attendance/Participation

Other Category
10 - 20%

Representative Textbooks and Materials:

Wine and food service industry publications as determined by instructor.