

HRM201 : Food and Beverage Operations Management

General Information

Author:	<ul style="list-style-type: none">Andrew Feldman
Course Code (CB01) :	HRM201
Course Title (CB02) :	Food and Beverage Operations Management
Department:	HRM
Proposal Start:	Summer 2025
TOP Code (CB03) :	(1307.00) Hospitality
CIP Code:	(52.0901) Hospitality Administration/Management, General.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000622783
Curriculum Committee Approval Date:	09/11/2024
Board of Trustees Approval Date:	11/19/2024
Last Cyclical Review Date:	09/11/2024
Course Description and Course Note:	HRM 201 covers the common principles of managing commercial and noncommercial food service operations. The course explores such areas as the varieties of food service operations, sales and promotions, labor management issues, technology, training, service styles and menu planning.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Mode of Delivery:	No value
Author:	<ul style="list-style-type: none">Andrew Feldman
Course Family:	No value

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Cullnary Art/Food Technology (Food service, meat cutting, baking, waiter/waitressing, bartending)
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

 Allow Students to Gain Credit by Exam/Challenge**Course Special Class Status (CB13)**

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID**General Education Status (CB25)**

Not Applicable

Transferability

Not transferable

Transferability Status

Not transferable

C-ID	Area	Status	Approval Date	Comparable Course
HOSP (Management)	Hospitality Management	Not Transferable	No value	HOSP 130 - Introduction to Food and Beverage Management

Units and Hours**Summary**

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact Hours)	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options**Course Type (CB04)**

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

 Variable Credit Course**Funding Agency Category (CB23)**

Not Applicable.

 Cooperative Work Experience Education Status (CB10)
Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54

Laboratory Hours	0	0
Studio Hours	0	0

Course In-Class (Contact) Hours

Lecture	54
Laboratory	0
Studio	0
Total	54

Course Out-of-Class Hours

Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards	Description
No value	No value

Course Limitations

Cross Listed or Equivalent Course	Description
No value	No value

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Discussion

Methods of Instruction Multimedia

Methods of Instruction Collaborative Learning

Methods of Instruction Demonstrations

Methods of Instruction Guest Speakers

Methods of Instruction Presentations

Out of Class Assignments

- Essays (e.g. research and summarize examples of menu design techniques)
- Individual projects (e.g. create and design a menu for a restaurant)
- Field activities

Methods of Evaluation

Presentation (group or individual)

Writing Assignment

Exam/Quiz/Test

Rationale

Presentations and/or individual projects

Weekly oral and/or written assignments

Midterm and final exams

Textbook Rationale

No Value

Textbooks

Author

Title

Publisher

Date

ISBN

Walker, John R.

The Restaurant: From Concept to
Operation

Wiley

2021

978-1-119-76213-3

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Distinguish between the various concepts of food service operations.

Describe the legal issues of managing restaurants.

Describe the various methods of typical food service marketing strategies.

Demonstrate an understanding of service training, delivery and management.

SLOs

Describe the requirements for managing and delivering service excellence to various food service concepts.

Expected Outcome Performance: 70.0

ILOs Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to
Core solve unique problems.
ILOs

Identify the characteristics that distinguish different styles of food service operations.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate
Core creativity that leads to innovative ideas.
ILOs

Effectively use management and budgetary tools to control costs and increase revenue.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate
Core creativity that leads to innovative ideas.
ILOs

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Introduction to Food Service Industry (10 hours)

- History and variety of food service concepts
- Branding and marketing
- Concept, location, and front of house design
- Sanitation and safety
- Consumer trends

Managing Food Service Operations (10 hours)

- Standardized recipes
- Purchasing, receiving, storing and issuing
- Food production
- Food and beverage service standards
- Labor cost control standards
- Revenue collection and control systems

Menu Planning (10 hours)

- Factors that define a menu
- Menu engineering and design
- Menu pricing and product description
- Evaluation: menu analysis and adjustment

Elements of Food Service Operations (10 hours)

- Legal aspects of restaurant management
- Food service kitchen layout and equipment
- Responsible food service practices
- Noncommercial and institutional food service
- Franchising basics
- Revenue and financial management

Technology in the Restaurant Industry (5 hours)

- Guest services
- Point of Sale (POS) systems
- Table management
- Gift card and loyalty programs
- Data security
- Social media and internet marketing

The Principles of Remarkable Service (9 hours)

- Staffing for service

- Food service training and development
- Meeting guest expectations through planning
- Service delivery systems of various concept types
- Table setting styles and service scape layouts elements
- Employee selection criteria
- Training and developing employees to serve
- Measuring and managing service delivery

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liason?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value