

A - New Course Proposal V. 7.2022 : Entry # 3304**DEAN Decision**

Approved

Date

02/13/2024

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

02/23/2024

Begin Form**Today's Date**

02/12/2024

Your Name:

Marisa Ritter

Your Email:mritter1@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Jennifer Lukow

Email address of your Department Chairjlukow@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Communication

Which semester is this course to be taught for the first time?

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Spring 2025

Information for the Registrar**Choose the department designator from the list below.**

HSP

Proposed Course Number?

3700

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Food and Beverage Management and Operations

Write the catalog description of your proposed course:

Students will explore the various aspects of the food and beverage industry through a workflow analysis from purchasing through consumption. This exploration will encompass guest experience, customer relationship management, menu planning, procurement, cost controls. and employee relationships within the context of restaurant success and performance. Safety and quality standards will be reinforced in terms of menu offerings, safety, and sanitation. The ethical environment of the food and beverage industry will be evaluated. Examples used may include restaurants, catering operations, food trucks and food halls, beverage production and bars. Students will learn this through traditional classroom interactions as well as experiential interactions with food and beverage practitioners. Additional fees are required for industry certifications.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

Yes

Please list all prerequisites this course requires:

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HSP 1300 or
EMG 1200

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

HSP Major - Elective/HSP Minor - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

Food and beverage management and operations is an essential part of the hospitality industry that is not currently represented fully in our curriculum. This course will provide opportunities for students to engage in coursework critical to their understanding of this aspect of the industry, obtain valuable industry certifications, as well as meet and network with industry professionals currently working in food and beverage. This provides an excellent opportunity for students to practice their networking and professional communication skills with a diverse population of practitioners.

List all student learning outcomes for this course.

1. Design, optimize, and manage food and beverage operations effectively, ensuring seamless workflow, efficient resource utilization, and adherence to quality and safety standards
2. Demonstrate knowledge and strategies required to provide exceptional guest experiences, manage guest feedback, and foster a customer-centric culture within the food and beverage outlets, leading to increased customer satisfaction and loyalty
3. Assess and control various aspects of food and beverage management, including financial performance, quality control, guest satisfaction, responsible service, and compliance with industry regulations, including legal, moral, and ethical behavior
4. Develop a business proposal for a food and beverage operation that includes the concept, sample menu, design package, inventory list, equipment, staff schedule, and opening budget analysis

List any units or content areas that will be required for all sections of this course.

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Food and beverage concept design
Operations
Food and beverage menu design and planning
Purchasing
Cost controls
Responsible beverage service
Marketing
Safe Service of food

List any assignments, tests, or other assessments that will be required for all sections of this course.

- Class Participation & Engagement (100 Points, 10% of your grade)

To get the most out of this class, everyone is expected to fully participate in class discussion. I see this class as a chance for us to exchange information, so it is important for you to come to class prepared, having read assigned chapters and articles. I will monitor participation and attendance throughout the semester; no participation & engagement points will be assigned if you are not in attendance.

Each student must make an effort to participate in the discussion process and class activities/assignments. Daily points are assigned for each class session and the activity is monitored by the instructor. Missing class or being disruptive in class will result in a loss of full or partial points for engagement for the class day, this includes talking in class, arriving late to class, leaving early, and the disruptive use of technology (for example: texting, doing other course work, or surfing the web) during class time which will negatively affect this portion of your grade.

- Quizzes (100 Points, 10% of your grade)

There will be quizzes (done through Blackboard) throughout the semester, before the simulations start, to assess your understanding of basic terminology, concepts, theories, and policies, as well as apply the knowledge that we are learning. Quizzes will be a combination of multiple choice, true/false or fill in the blank quizzes. These will also act as preparation for the first exam.

- Food and Beverage Business Proposal (400 Points, 40% of your grade)

Students will work in groups of 3-4 students to develop a Food and Beverage outlet business proposal. Students will pitch their idea to the group, develop their offerings (menu items, beverage plan, service structure and level), as well as provide information on design, inventory, equipment, staffing, purchasing, and opening budget analysis.

This project will be scaffolded throughout the semester with portions submitted for feedback based on the schedule below.

Food and Beverage Analysis 400

Section Submissions 4 @ 50 pts each 200

Presentation 1 @ 100 pts 100

Final Business Proposal 1 @ 100 pts 100

- Mid-Term Exam (100 Points, 10% of your grade)

The mid-term exam will cover all of the material and chapters covered prior to the mid-term exam date, please refer to the schedule for the specific date and content. There will be an exam review day held during the week of the mid-term exam. The mid-term exam will be held in-person during class.

The format of the mid-term exam will consist of multiple choice, fill in the blank, matching, and true/false. One or two short essay questions will also be used to test the knowledge of the materials. Feedback may be provided on the essay questions if the student lost a significant number of points on these questions. Students who wish to review the exams in more detail are advised to set up a virtual meeting with their instructor.

A one-page, 8 1/2 x 11 single sided handwritten notes sheet will be allowed for each exam.

- ServSafe Exam (150 Points, 15% of your grade)

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The final exam is the ServSafe Manager online exam, which is an opportunity to earn a nationally recognized industry credential that will improve your job marketability and career prospects. This exam will be given online during our exam period. Certifications are valid for 5 years.

- TIPS Training Certification (150 Points, 15% of your grade)

Prior to any outings, students must complete and pass the TIPS (Training for Intervention Procedures for Servers of Alcohol) online examination.

List any readings or other materials that will be required for all sections of this course.

- TIPS (Training for Intervention Procedures for Servers of Alcohol) online manual and examination for On-Premise Establishments, \$35.00 (as of spring, 2024)
 - The ServSafe Manager 7th Edition with the online voucher is required for this course. ISBN 978-1-58280-330-2. \$71.00 (as of spring 2024)
- Additional readings from leading industry and academic sources will be posted in Blackboard.

List any course policies that will be required for all sections of this course.**Tastings and Site Visits**

Tastings and Site Visits are a privilege and not to be abused. I reserve the right to dismiss you from current and future tastings and/or site visits if you do not behave in a professional manner. Note 4 important things:

- No students will be allowed to participate in any of the tastings without having received TIPS training
- No tastings can be shared – whether in class or during a site visit
- You do not ever have to taste anything – but you cannot give it to anyone else
- If you are unable to attend a tasting or site visit for any reason, I ask that you do your best to inform me of your absence no later than 12pm the day of the tasting or site visit.

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

This course entails visits to local food and beverage outlets to better understand management and operations in the context of the outlets themselves. In the tentative course schedule, these outings are noted and will replace traditional classroom settings. The required contact hours will still be met with the inclusion of these activities.

Sample Syllabus

- [HSP-3700-Food-and-Beverage-Management-and-Operations.pdf](#)