HTMT 370 - Spring 2020 Class Syllabus
Foodservices Enterprise: Design & Development

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Office Hours: TR 3:15-4:45PM (or by appointment)
Schedule of Activities: Refer to the Course Calendar
Class Location: J SC 333 - Class Meeting Days/ Time: TR 9:25 am to 10:40 PM
Course Prerequisites: HTMT 210; Junior/Senior Status
Course Texts & Online Materials:
  - Readings on OAKS
  - TIPS Workbook (Must purchase at the CofC Bookstore)

Course description:
This course explores conceptualization, design, and development of an independent foodservice enterprise. Theory, historical perspectives, socially responsible practice and current trends in menu design, recipe development strategies, beverage programs, sanitation, interior layout and flow, equipment alternatives, and technological opportunities are examined.

Learning objectives:
Upon successful completion of this course, the learner will:

- Recount the historical global development of foodservice in establishing a framework to assess current market opportunities.
- Investigate social-psychological traits that have shown to be consistent with successful foodservice operators.
- Probe foodservices' societal impact of health, sanitation, and the environment.
- Establish implications of menu design on all areas of the foodservice enterprise.
- Explore the potential economic impact of alcoholic and non-alcoholic beverage service on the foodservice enterprise.
- Review design options for kitchen production, food flow, and guest service.
- Examine the impact of foodservice enterprise technologies on employee productivity and guest service.
- Investigate legal and social issues impacting the development of the foodservice enterprise and the society it serves.

Grading:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Points Available</th>
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</thead>
<tbody>
<tr>
<td>3 Midterm (TIPS) Exams @ 100 points each</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam (Comprehensive)</td>
<td>150</td>
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<tr>
<td>Wild Dunes Menu Project (Team Activity)</td>
<td>230</td>
</tr>
<tr>
<td>Guest Speaker Reports (4@30 pts ea)</td>
<td>120</td>
</tr>
<tr>
<td>GET Activity</td>
<td>75</td>
</tr>
<tr>
<td>Restaurant Non-Fiction Book Report</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
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</tbody>
</table>

Course components and the points assigned to them may be changed, added or dropped, at instructor's discretion, should it be warranted to further instructional outcomes. Students will be notified through OAKS, should changes occur.

Grading Scale:

- A = 93-100%
- A- = 90-92.9%
- B+ = 87-89.9%
- B = 83-86.9%
- B- = 80-82.9%
- C+ = 77-79.9%
- C = 73-76.9%
- C- = 70-72.9%
- D+ = 67-69.9%
- D = 63-66.9%
- D- = 61-62.9
- F = < 60.9%
Factors in Grading:

- Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down.
- All course work submitted must be:
  - word processed using MS Word
  - double spaced with topic headers
  - correct in spelling/grammar
- All course work must be submitted on-time. Coursework submitted late will cause a reduction in grade, at the discretion of the instructor, relative to the degree and nature of the tardiness. (In the case of an email submission, the time and date of reception will act as the official submission time/date).
- Professional demeanor is mandated at all times.

NOTE: Business or technical writing standards are considered in evaluations of student assignments. Students are required to properly communicate in a professional setting. Unlike poetry or fiction, which mainly appeals to one’s imagination, business documents must engage the readers’ understanding. Business documents ought to be reader-oriented and efficient. Writing assistance is offered in the College Skills Writing Lab in the library (Respectively, there is also a Speaking/Presentation Lab). All references must be cited following APA guidelines.

Attendance:

Attendance is important! Due to the team nature of much of the course activities, the student is required to be in class to participate with her or his fellow students. Research indicates that class discussion fosters enhanced learning and builds a more robust cognitive schema (Gagne, 1985; Hamblin, 1974). Therefore:

- Anyone missing more than 2 class periods may be deemed ineligible for a grade of “A.”
- Anyone missing more than 3 class periods may be deemed ineligible for a grade of “B” or better.
- Anyone missing more than 4 class periods may be deemed ineligible for a grade of “C” or better.
- Anyone missing more than 5 class periods may be deemed ineligible for a grade of “D” or better.

Attendance is only excused for medical or other serious and legitimate reasons. Student must submit documentation for any absence considered for excuse.

Class Preparation:

Students are expected to read and prepare before the class date/time. Class topics dates are posted in the course calendar. Please come to class prepared and ready to contribute. Please remember: learning is always enhanced through collaborative processes.

Exams:

There are 3 midterm exams and a final exam covering posted materials, class lectures (including guest lecturers), TIPS, and anything discussed in class and all course activities. Therefore, coming to class is essential to doing well on the exams. Students that attend and are actively engaged during class periods typically earn higher grades. Exam dates are posted in the course calendar. Exams formats are typically multiple choice and/or short answer.

Restaurant Non-Fiction Book Report

Choose a restaurant non-fiction book to read over the semester. Then write a structured 1,500 - 2,000 word book report. This course hopes to leave the student with an understanding of what it means to own and operate a restaurant. This assignment exposes the student to real-life examples. See assignment guidelines for more details.

Wild Dunes Menu Project - (Team Assignment)

Student teams (working groups of 3-4 students) analyze the market conditions for a new hotel poolside restaurant at Wild Dunes Resort and use concepts learned in class to develop a Lowcountry/Charleston theme and food and beverage menus. Menus will be evaluated competitively by the instructor and executive officers of Wild Dunes Resort.

Team Process

HTM organizations have asked the academy to prepare students for the increased team emphasis found in today’s workplace. Team-based learning has been shown to promote enhanced academic achievement. The class will be divided into teams of 3-4 students each for the Wild Dunes Restaurant Menu Project.

All assignments submitted for the team must have the team’s name and the participating team members’ names. Only team members that attend class and/or team meetings and participate in team activities and should be listed. Team
members will earn an augmented pooled grade for the Wild Dunes Restaurant Menu Project, which is based on the team submission and peer evaluations.

To eliminate social loafing, free riding or any other individual withholding of effort, students are to exercise the following:

1. Complete a “Team Contract” (see OAKS). The Team Contract should set each team member’s expectations and facilitate communication.
2. Each student must submit a comprehensive peer evaluation. The process requires each student to rate the percentage of individual input associated with each team member’s assignment contribution, which must be supported by evidence. The form is available on OAKS.

   *If there is a problem with your team’s process or any individual member of your team, report the problem to your instructor immediately.*

**Guest Speaker Reports**
Charleston has become an internationally renowned restaurant destination. Much of this acclaim is due to the area’s extraordinary restaurant personalities and industry leaders. This semester, five local foodservice industry professionals will be visiting to discuss the foodservice industry. It is your job to learn from them through an intelligent exchange. To support this, you will research each guest’s professional expertise and/or business operations and write a 300-450 word paper, with three business related open-ended questions which will be posed during their class visit. See the Guest-Speaker Report guidelines on OAKS.

**Guest Experience Time (GET) Activity**
The ability to meet the time requirements of a restaurant guest (i.e. pacing the meal according to the guest’s expectations) is vital to its success. Several issues factor into guests’ experience time. There are “human” elements that include the server’s attitude, personal organization, ability to discern the guest’s needs and efficiency. There are “logistic” elements that include design of the food and guest flow, arrangement of supplies, and staff organization. Finally, there are “physical” elements that include placement of the kitchen, bar, bus areas, as well as structural and spatial placement.

Tracking a guest’s experience time (GET) is an *eye-opening* exercise. The student can complete the GET exercise at his or her convenience, so long as it is submitted by the due date. It can be done independent of or as part of the student’s own dining experience. However, the latter may detract from the student’s personal meal experience. The form is available on OAKS. The due date is posted on the course calendar.

**TIPS Certification**
TIPS (Training for Intervention ProcedureS) is the global leader in education and training for the responsible service, sale, and consumption of alcohol. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. Students will participate in the TIPS on-premise certification training.

**Instructor’s Message:**
I consider teaching, working, and learning with scholars, such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the learning process. Though I hope to be a worthy resource for each of you, I view my principle function as a facilitator of your diverse contributions.

**Course Topics**
The course topics are listed on the course calendar chronologically.

**OAKS**
The class will utilize OAKS, which is an integrated web-based learning management system (LMS) that is integrated with College of Charleston’s BANNER infrastructure. OAKS is actually a CofC name given to an LMS designed by “Desire-2-Learn.” Every student officially registered for this class is added to OAKS automatically. You should log on to OAKS through your MyCharleston portal.
OAKS includes the courses:
- Syllabus
- Calendar

The course calendar will be changed periodically throughout the semester to accommodate class dynamics. Students are responsible for checking OAKS for updates.
- Assignment guidelines
- Grades
- Class PowerPoint presentations
- And, all other course related materials that can be formatted digitally

SB Learning Goals
Addressed as follows:

- **Communication Skills:** Students will demonstrate the ability to, both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
  - Midterm exams, GRE research papers, GET exercise, Menu project

- **Global and Civic Responsibility:** Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills addressing these issues
  - GRE research papers

- **Intellectual Innovation and Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
  - Menu project, TIPS course

Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student's actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

It is important for students to remember that unauthorized collaboration--working together without permission--is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another's exam, fabricating data, and giving unauthorized assistance.

Remember, research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the professor.

Students can find a complete version of the Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disabilities Statement
If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.
References
