Instructor: Tim Beeler, MBA
Email: Please use OAKS email to contact instructor.
Replies attempted within 24-48 hours.
Phone: 937.309.7029
Office: TBA
Office Hours: By appointment
Schedule of Activities: Refer to the Course Calendar
Class Location: TCFE, Room 304
Class Meeting Days/Time: R 5:30 – 8:15 PM
Course Prerequisites: HTMT 210; Junior Status

Course Readings:
- **Required:**
  - Principles of Food, Beverage, and Labor Cost Controls (9th ed) (2009)
  - Readings posted on course calendar
- **Suggested Reading:**
  - Any industry periodicals, newsletters or business periodicals

Course description:
This course investigates the distinctive operational foodservice setting in which both production and selling of perishable food and beverage products and services occurs concurrently. Students analyze and process internal operational systems for monitoring food and beverage revenue and expense, menu item sales mix, pricing strategies, purchasing policies, inventory control, and employee development.

Course Goal:
To make known to the student concepts, principles, and methodologies of revenue and cost controls in food service operations. Examples are primarily restaurant and hotel related but the principles of control are applicable to fairs, tradeshows, meeting planning, and private club operations. The emphasis is on practical application of theories, concepts and methods of revenue and cost control.

SBE Learning Goals
- **Communication Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present critique and defend ideas in a cogent, persuasive manner.
- **Problem Solving Ability:** Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.
- **Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis.

Grading:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Control Project</td>
<td>Team Assignment</td>
</tr>
<tr>
<td>In-class activities 4 @ 25 pts</td>
<td>Individual and Team Assignment</td>
</tr>
<tr>
<td>Homework 10 @ 10 pts</td>
<td>Individual Assignment</td>
</tr>
<tr>
<td>Reading Quizzes 10@10 pts</td>
<td>Individual Assignment. – Lowest Grade Dropped</td>
</tr>
<tr>
<td>Mid-term Exam 1 @ 100 pts</td>
<td>Individual Assignment</td>
</tr>
<tr>
<td>Final Exam 1 @ 100 pts</td>
<td>Individual Assignment</td>
</tr>
<tr>
<td>Participation</td>
<td></td>
</tr>
<tr>
<td>---Total Points---</td>
<td>660</td>
</tr>
</tbody>
</table>
Course components and the points assigned them may be changed, added or dropped, at instructor’s discretion, should it be warranted. Students will be notified through OAKS and in class, should changes occur.

Grading Scale (based on the percentage of the class’s total points listed above):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100%</td>
</tr>
<tr>
<td>B+</td>
<td>88-90.9%</td>
</tr>
<tr>
<td>C+</td>
<td>78-80.9%</td>
</tr>
<tr>
<td>D+</td>
<td>68-70.9%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.9%</td>
</tr>
<tr>
<td>A-</td>
<td>91-93.9%</td>
</tr>
<tr>
<td>B</td>
<td>84-87.9%</td>
</tr>
<tr>
<td>C</td>
<td>74-77.9%</td>
</tr>
<tr>
<td>D</td>
<td>64-67.9%</td>
</tr>
<tr>
<td>B-</td>
<td>81-83.9%</td>
</tr>
<tr>
<td>C-</td>
<td>71-73.9%</td>
</tr>
<tr>
<td>D-</td>
<td>61-63.9%</td>
</tr>
</tbody>
</table>

Factors in Grading:
- Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down. For the purposes of grading, participation means the student is in attendance and is fully involved in discussion and in-class activities.
- All course work submitted must be:
  - Digitally appropriate to the assignment, including
    - word processed in MS Word/PDF (PDF highly recommended)
    - spreadsheet in MS Excel
    - presentation in MS PowerPoint
  - Grammatically correct
  - Double spaced
  - Consistent with the Publication Manual of the American Psychological Association (APA) 5th ed. Standards.
- All course work must be submitted on-time. Coursework submitted late will result in a zero for the assignment. In the event of extenuating circumstances, an exception may be made. The instructor will make the final decision as to whether or not circumstances were such that an assignment could not have reasonably been submitted on time and whether to grant an exception. (Email submissions are not acceptable except by instructor direction. In the case an email submission is approved, the time and date of reception will act as the official submission instance.)
- Professional demeanor is mandated at all times

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 team members. Research indicates that class discussion fosters enhanced learning for all class members 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 4 class periods may be deemed ineligible for a grade of “B” or better.”
- Anyone missing more than 6 class periods may be deemed ineligible for a grade of “C” or better.”
- Anyone missing more than 8 class periods may be deemed ineligible for a grade of “D” or better.”

Attendance can only be excused for a documented medical reason or other documented serious and legitimate cause.

Method of Instruction:
Pedagogy will include lecture/discussion with student participation and interactive group discussion. Activities include problem solving and analysis. Students will respond to specific problems and/or questions using knowledge from text, lectures, previous classes and job experiences.
Class Preparation:
Students are expected to read and prepare BEFORE class time. Class topics and the dates are posted in the course the calendar. Please come to class prepared and ready to contribute.

OAKS:
The class will utilize OAKS, an integrated web-based e-learning system that is integrated with College of Charleston’s campus SIS infrastructure. Every student officially registered for this class is added to OAKS automatically. The student will log onto OAKS, (OAKS is accessed by logging on to MyCharleston (my.cofc.edu) and clicking the OAKS icon in the upper right side of the page). Once logged on, if properly registered, the student will see a link to the HTMT-372 class website.

OAKS will contain:
- The course calendar
  - The course calendar will be changed periodically throughout the semester to accommodate class dynamics. – The student will be responsible for checking OAKS for updates.
- The course syllabus
- Assignment guidelines
- Homework Solutions, as appropriate
- Lecture materials, outlines and notes as appropriate
- Miscellaneous materials

Cost Control Project - Team Assignment:
The Cost Control Project provides an opportunity for the student to identify, analyze and demonstrate actual cost control strategies. Students will earn the pooled team grade for this assignment.

To eliminate social loafing, free riding or any other individual withholding of effort, a team member can be fired from the team by his or her teammates. Should the other teammates provide a preponderance of evidence indicating that the student in question did not offer a significant contribution to the team effort, the student in question can be fired from the team through instructor arbitration. In such a case, the “fired student” would be required to submit an independent assignment on her or his own to receive a grade. However, the “fired student’s” subsequent independent assignment grade would be penalized by 10%.

Alternatively, any student may request a peer evaluation process. The process requires each student to rate the percentage of individual input for each team member. Should the evaluations suggest a team member is not contributing his or her fair share of the work; their grade can be reduced accordingly at the discretion of the instructor.

Homework and In-Class Activities:
Every week there will be some type of quiz/activity/assignment that is gradable. Students who miss class will miss these opportunities for completing this work. Assignments will vary and may include Excel problems, industry trend analysis, case studies and content related exercises. These may not be announced beforehand but will be included in the total number of points that can be earned toward the final grade. Assignments and their associated due dates will be posted on the Course Calendar and/or posted on OAKS as appropriate.

Reading Quizzes
Every week there will be some type of quiz/activity/assignment that is gradable. Students who miss class will miss these opportunities for completing this work. Quizzes will be multiple-choice, short-answer, and spreadsheet analysis/problem solving. To address the robust literature pool in foodservice, students are required to stay current with the course readings as the semester progresses. Short, five-ten question, pop-quizzes will be given randomly at the beginning of class periods covering the assigned readings (see course calendar for reading due dates). Questions will cover the major overarching issues from the readings and serve to introduce the day’s lecture topic. Feedback will be instantaneous, as quizzes will be graded by a fellow student in class immediately after the quiz’s completion.
Exams
Exams will be multiple-choice, short-answer, essay, and spreadsheet analysis/problem solving and cover the material in the order covered in class. The final exam is comprehensive.

Instructor's Note:
I believe it is my responsibility to facilitate learning by encouraging discussion, critical thinking, teamwork, analysis and directed work. It is the student’s responsibility to be present and prepared to learn and engage in honest discussion of listed topics. If we work together, the end result will be a solid foundation of understanding and the ability to apply learned material in a real world setting.

Each of us brings unique life experiences to the learning environment. That should be acknowledged and respected. Our passions and individual experiences make learning enjoyable and sometimes exciting. My passion for the educational process is a significant part of my personality in the classroom. I truly enjoy teaching and look forward to an experience that is both informative and fun.

Professor's Policies
• Please come see the professor if you need help with the course materials or are having any problems with the course. If you want a specific time to meet outside of my normal campus hours, please make an appointment via text message or my email, listed above.
• Please use your school email account for all electronic correspondence with the professor.
  ✓ When emailing please put the course number and the issue you are addressing in the subject line and remember to check your grammar and spelling.
  ✓ The professor tries to respond to all correspondence within 24 hours however; sometimes circumstances do arise when that is not possible.
  ✓ If you have not received a reply in 24 - 48 hours, please resend the email with a reminder.
• All assignments are due at the start time of class in which the student is enrolled or at the time and on the date listed on the drop box in the event an assignment has a corresponding drop box.
• All assignments collected after those times are considered late and a grade of zero will be assessed unless prior arrangements between the student and the professor were made.
• All assignments MUST be handed directly to the professor or submitted to the appropriate drop box.
  ✽ DO NOT put any assignments in the departmental mailbox!
  ✽ DO NOT email assignments to the professor unless special permission is given.
• When receiving a grade, wait 24 hours before disputing it if necessary.
  ✓ If it is an adding error, it can be corrected immediately however, if it is a substance issue, please wait 24 hours and make an appointment to discuss the grade with the professor.
  ✓ The professor will not discuss grades via electronic correspondence. All discussions of grades need to be conducted in a face-to-face context. Please set an appointment time with the professor if you wish to discuss your grade.
• All those using laptops in class are required to sit in the front row. If the front row is completely full, the second from the front row will be used (and so on).
  ✓ While electronic devices such as cell phones are useful, please be respectful to your classmates by turning off all unnecessary gadgets before class begins.
  ✽ Use of electronic devices (including cell phones, laptops and/or tablets) for non-academic purposes is prohibited in class. The professor reserves the right to ask the student to leave the class. In the event a student would like to use a computer/electronic device for note taking purposes, the student must submit detailed notes for the class period in question. Failure to submit detailed notes for the materials covered will result in the student not being allowed to use an electronic device for this purpose in subsequent classes.

Center for Student Learning
I encourage you to utilize the Center for Student Learning's (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.
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, but are not limited to, 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.