

HTMT 370 - Spring 2021 Class Syllabus
Foodservices Enterprise: Design & Development
[DRAFT]

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Office Hours: TR 3:15-4:45PM (or by appointment)

Schedule of Activities: Refer to the Course Calendar

Class Location: BCTR 220

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* Test Voucher (approximately \$16) / Must purchase at the CofC Bookstore or on their website

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:

<i>Course Component</i>	<i>Points Available</i>
Class Activities (5 @ 15 ea)	75
Reading Quizzes (11 @ 10 pts ea / lowest score dropped)	100
2 Midterm Examinations @ 100 pts each	200
Final Exam (Comprehensive)	150
Menu Project (Team Activity)	150
Guest Speaker (GS) Papers (5@15 pts ea)	75
CET Activity	75
<i>TIPS</i> Certification Test	100
Trends in Innovation Report	75
Total Points	1000

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:

B+ = 87-89.9 %	A = 93-100%	A- = 90-92.9%
C+ = 77-79.9 %	B = 83-86.9%	B- = 80-82.9%
D+ = 67-69.9%	C = 73-76.9%	C- = 70-72.9%
	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
 - consistent with the Publication Manual of the American Psychological Association (APA) 6th ed. standards.
- 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).

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.

Class Activities

Students will be assigned to work teams for the duration of the semester. During certain Zoom sessions, you will be put into a breakout room, where you will work with your teammates to complete various foodservice worksheets, and exercises.

Reading Quizzes

There are approximately 13 required readings. Eleven of those readings will require the student to complete a short, five-question multiple-choice quiz. You must complete this quiz BEFORE the respective class to earn credit.

Exams:

There are 2 midterm exams and a final exam covering posted materials, class lectures (including guest lecturers), 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.

Menu Project – (Team Assignment)

The hospitality industry is continually asking institutes of higher education to prepare students for the increased team emphasis found in today's workplace. Moreover, team-based learning has been shown to promote enhanced academic achievement. Team members will earn a pooled team grade for the final menu portfolio submission at the end of the semester.

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 have to submit an independent project on her or his own to receive a grade. Please note that the "fired student's" subsequent independent project grade will be penalized by 10%.

Alternatively, or additionally, a team student member may request a peer evaluation from all other teammates that reflects each team member's percentage contribution. If the student's teammates feel that his or her contribution does not reflect the appropriate proportion of work, the student in question's grade may be lowered at the discretion of the instructor. *MENU PROJECT GUIDELINES ARE POSTED ON OAKS.*

Guest Speaker Papers

Charleston has become an internationally renowned restaurant destination. This semester, five foodservice professionals will be visiting, via Zoom, to discuss the restaurant industry. It is your job to learn from them through an intelligent exchange. To support this, you will research each guest and/or their professional responsibilities/operations, and write a one-page paper, with at least three credible references, leading three business-oriented questions, which will be posed during their class visit. See the Guest-Speaker Research Paper guidelines on OAKS.

Trends in Innovation Report

Historically, the restaurant industry has been remarkably innovative in menu, service, and concept type. The current pandemic has forced the industry to push these innovations even further, in order to survive. The student will research at least five credible sources and use his or her finding to write a 900-1,200-page report. See the assignment guidelines in OAKS for further details.

Customer Experience Time (CET) Activity

The ability to meet the time requirements of a restaurant customer (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 customer's experience time (CET) is an *eye-opening* exercise. The student can complete the CET exercise at his or her convenience, so long as it is submitted by the due date. 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.

Course Topics

The course topics are listed on the course calendar chronologically.

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.

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

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 4-5 students each for the 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 on the assignment submissions. Team members will earn the pooled team grade for all team-based assignments (i.e. barring potential peer evaluation penalties).

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. If a student feels that another student is not doing his/her fair share of the menu project work, they may elect a student peer evaluation. The process requires each student to rate the percentage of individual input associated with each team member's assignment contribution. 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. The form is available on OAKS.

***If there a problem with your team's process or any individual member of your team,
REPORT THE PROBLEM TO YOUR INSTRUCTOR AS SOON AS POSSIBLE.***

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

Gagne, R. M. (1985). *The conditions of learning* (4th ed.). New York: Holt, Rinehart, & Winston.

Hamblin, A. C. (1974). *Evaluation and control of training*. London: McGraw-Hill.