Many people eat out at their favorite restaurants without giving much thought to what goes into producing the delicious experience. The restaurant enterprise course examines the myriad details that it takes to open a restaurant. The course delves into the many different types of restaurants (e.g. fast food, fast casual, and full-service restaurants).

**Topics:**
- Menu design
- Kitchen and dining room layout
- Lease negotiations
- Basics of food production

**Explore:**
- Responsible practice
- Recipe development strategies
- Beverage programs, sanitation
- Interior layout and flow

This course has a prerequisite of HTMT 210 or permission from the instructor.

After a 30-year career in food service, Robert (Bob) sold his six upscale restaurants in Indianapolis, IN, and turned back to academia to complete his Ph.D. in Hospitality and Tourism Management at Purdue University in 2004. In 2005, he took a faculty position at the College of Charleston. Bob’s research focuses on restaurant operations, training and development, and motorcycle tourism. Bob was the Chair of the Department of Hospitality & Tourism Management in the School of Business from 2010-2015; he is currently serving as the interim chair.