

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: FOOD AND BEVERAGE MANAGEMENT
Code No.: HMG 232
Program: HOTEL & RESTAURANT MANAGEMENT
semester: III
Date: SEPTEMBER, 19 95
Previous Outline Dated: SEPTEMBER, 1994
Author: K. SIEBERTZ

New:

Revision:

X

APPROVED:

Dean, Business & Hospitality

Date

TEXT: •^r~ "Gallery Operational Manual" (1st & 2nd year)

REFERENCE: Texts used in Food Service I and II, Personnel Management,
 and Banquets & Convention Sales

OVERALL OBJECTIVES:

- 1) To introduce the student to the practical applications of: planning, organizing, communicating, reporting system used in hotels and restaurants.
- 2) To develop the skills of supervising and evaluating student employees fairly and constructively as it relates to quality and quantity of work performed. As well, evaluate the interaction between customers and fellow student employees.
- 3) To develop an awareness of the importance of each department (sales-stores-production-service-accounting) and the need for participatory management in order to insure quality products and service in the Hospitality Industry.

METHOD:

- 1) Students will be rotated through various supervisory positions in the operation of the Gallery.
- 2) Students will be exposed to various types of functions; (luncheons, dinners, buffets, cocktail parties, etc.) and will be expected to plan, organize and execute their supervisory responsibilities within established guidelines.

ATTENDANCE:

Attendance and participation is most important as it is in the real work environment. Thus, absence from meetings, functions, and assigned duties will forfeit the right of the student to continue in the course. Similarly, absence from lab or theory classes, demonstrations, or staff meetings will forfeit the student's right to the practical Gallery experience.

End of semester cleaning and inventory of labs are mandatory.

Students are required to participate in three College functions: Culinary Show, Gourmet Dinner and Presidential Dinner. Annually, the students may be requested to participate in a community event (MNR week, Briars, etc.) at the discretion of the faculty. These events are mandatory and students must be prepared to schedule for them.

Any three (combination of) of the above-mentioned absences, will automatically result in an "R" grade and the student will be relieved of his/her Gallery responsibilities.

The focus of this semester will be on obtaining managerial skills in:

- Advertising (public relations/sales)
- Reservations
- Front Desk
- Maitre D' - Duties
- Bar Manager - Duties
- Gallery Manager Positions

Objectives - Advertising:

After completion of this semester, the student will be able to:

- Perform all advertising duties required to generate sufficient business for a given Gallery function.
- Perform, with the help of the Graphics Department, all duties required to produce menus, flyers, and posters.
- Perform all advertising duties both internal and external to ensure maximum business.
- Assist and train first year students on computerized P.O.S. (Point of Sales) system.

Objectives - Reservations:

- Enter all reservations in computer prior to a function.
- Monitor reservations as related to seating capacity.
- Supply Maitre D' with reservation printout.
- Call and reconfirm all reservations at least 12 hours prior to the function.
- Obtain all reservations during the function for later dates and complete immediately.
- Supervise and assist during service.

Objectives - Maitre D':

- With Manager, meet with chef instructor to confirm menu and presentation
- Schedule staff meetings prior to function to ensure knowledge regarding menu, job descriptions, type of function.

- Prepare floor plan and verify with instructor at least 2 hours prior to function.
- Assign stations according to a prepared floor plan and schedule
- Supervise correct set up, service and closing tasks.
- Supervise proper service flow between Gallery and kitchen; Gallery and Bar.
- Communicate in a polite and proper manner with guests and employees,
- Evaluate first year students on their performance during set up, service, and closing.
- Evaluate first year students on personal appearance, hygiene, emotional stability and attitude.

Objectives - Bar Manager:

- Attend staff meetings
- Train and assist first year students in opening and closing tasks.
- Train and assist first year students in taking opening and closing inventory.
- Train and assist first-year students in the controls of issuing orders.
- Train and supervise first-year students in the proper production of mixed drinks as it relates to ingredients, choice of glasses and garnishes.
- Order and receive all supplies from Kitchen, and Liquor Store Room.
- Account for all sales and discrepancies.
- Evaluate Bartender concerning his/her performance, personal appearance and emotional stability.

Objectives - Gallery Manager:

- Attend staff meetings.
- Plan, organize, and execute function.
- Supervise all of the other 2nd year assigned activities (advertising, reservations, etc.)
- Delegate or make changes in positions, if required. (Inform Instructor)
- Maintain control of service in all departments.
- Receive all keys and ensure proper lock up.
- Turn over keys to instructor.
- Evaluate all managers concerning their capabilities, effectiveness in supervision, communication with guests and students, personal appearance.

EVALUATION:

The student will be evaluated on the basis of the following:

1. Application of Human Relation and Personnel theories in dealing with students-staff.
2. Successful completion, according to schedule of tasks performed in specific job assignments.
3. Maintaining the standards of quality and quantity indicated in Student Operational Manual.
4. Perform individual evaluations of peers based on their skills in:
 - a) planning
 - b) organizing
 - c) communicating
 - d) appearance - dress
 - e) job knowledge
 - f) supervision
 - g) closing duties
 - h) reporting

Student Evaluations;

To be submitted to Gallery Manager not later than 2 p.m. of the following day of function.

Gallery Manager will submit all evaluations to H.R..M. instructor not later than 2 p.m. of the following day of function.

- 5) The requirements stated under "attendance*" are part of the evaluation system.

GRADING SYSTEM;

- A+ 90-100%
- A 80- 89%
- B 70- 79%
- C 60- 69%
- R Repeat - under 59%

AVAILABILITY

Instructor is available in **Room L140**, extension 437 should any student have any difficulties or need help in upgrading their marks. Please consult timetable for availability.

ADDITIONAL INFORMATION

If there is any student in this class who has need for test-taking or aotetaking accommodation, please feel free to come and discuss this with me.

THEME EVALUATION

- 1) Advertising and Promotion
 - a) Posters
 - b) Flyers
 - c) Personnel

- 2) Interior Decor
 - a) Walls/Tables
 - b) Use of Volunteers
(internal, external)
 - c) Menu
 - d) Music

- 3) Staff Participation
 - a) Knowledge of theme and objectives
 - b) Active involvement in theme projection

- 4) Gimmicks and/or Guest Participation:

An overall projection will be given to Gallery instructor, in writing, three weeks prior to function:

- theme
- decor (in general)
- tablecloth (colour), serviette fold, tentcards
- music - entertainment
- hats, pin-ons, etc.
- active involvement of first and second year students (opposite group)
- active involvement of guests
- give-aways, promotions

A follow-up report will be presented to the instructor no later than 1 week after the function.