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SAULT COLLEGE OF APPLIED ARTS St 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, 1989

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                    New: Revision:

TEXT;   "Gallery Operational Manual"
              "Job Descriptions - Gallery"

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

OVERALL OBJECTIVES:

1) Practical application of theory developed in the techniques discussed in managing and supervision of Gallery personnel.

2) To introduce the student to the practical application of planning, organizing, communicating and report systems used in Hotels and Restaurants.

3) To develop an awareness of the importance of each department (sales-stores-production-service-accountability) and the need for participatory management in order to insure quality product and service in the Hospitality Industry.

METHOD:

1) Students will be rotated through various supervisory positions in Gallery Operation.

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 the guidelines established.

ATTENDANCE:

The criteria used is one of employer/employee. To maintain a semblance of true work environment and ensure the proper administration of service in the Gallery. Absence from meetings, functions and prescribed scheduled duties will forfeit the students right to continue in the course due to his/her unreliability. The non-attendance at a lab theory class, demo, or staff meeting will result in an "I" grade and forfeit the student's right to the Gallery practical. The student will be responsible to demonstrate to the instructor's satisfaction, his/her knowledge and capability to do the prescribed activity prior to reinstatement in the Gallery.

This semester will focus the student on obtaining managerial skills in:

- Advertising
- Reservations
- Front Desk
- Maitre D[1]
- Bar Manager
- Kitchen Manager
- 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 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 complete dining service

Objectives - Reservations:

- Enter all reservations in computer prior to function.

- Monitor reservations as to seating capacity.

- Supply Maitre D' with reservation printout.

- Call and reconfirm all reservations at least 8 hours prior to function.

- Obtain all reservations during function for later dates and complete immediately.

- Supervise and assist during service.

Objectives - Maitre D':

- Schedule staff meetings prior to function to ensure knowledge regarding menu, job descriptions, type of function.

- Assign stations according to prepared floor plan.

- Supervise correct set up, service, closing tasks.

- Supervise proper service flow between Gallery and kitchen; Gallery and Bar.

- Communicate in a proper fashion with guests and employees.

- Evaluate first year students on their performance during set up, service, and closing.

- Evaluate first year students on personal appearance and hygiene, emotional stability and attitude.

Objectives - Bar Manager:

- Train and assist first year students in opening and closing tasks

- Train and assist first year students in taking opening and closin inventory.

- Order and receive all supplies from Kitchen, Central Stores, and Liquor Store Room.

- Account for all sales and discrepancies.

- Evaluate Bartender as to performance, personal appearance and emotional stability.

Objectives - Kitchen Manager:

- Meet with chef instructor to confirm menu, job assignments and presentation.

- Meet with staff to ensure correct service and menu content.

- Assign positions if changes occur.

- Maintain order dining service.

- Maintain control of standards as it relates to the industry.

- Maintain proper flow of service.

- Ensure efficient clean-up - linen counter.

- Evaluate first year students on productivity, cleanliness, cooperation and emotional stability.

Objectives - Gallery Managers

- Attend staff meetings.

- Plan, organize, and execute function.

- Supervise all of the above departments.

- Delegate or make changes in positions, if required.

- Maintain control service in all departments.

- Receive, at end of shift, all payments and make deposit.

- Receive all keys and ensure proper lock up.

- Turn over deposit, float and keys to instructor.

- Evaluate all managers as to their capabilities, effectivness
  in supervision, communication with guests and students.

EVALUATION:

1) Direct application of personnel management theories.

2) Direct application of sales and organizational theories from
    Banquets & Conventional Sales.

3) The adherence to the standards of quality and quantity described
    in the Gallery Operational Manual and the positional job
    descriptions assigned.

4) Individual Evaluations of each assignment by peers and instructors
    based on:

    - Planning
    - Organizing
    - Communications
    - Appearance - Dress
    - Job Knowledge
    - Supervisions
    - Closing Duties
    - Reports
5) The requirements stated under "attendance" are part of the
    evaluation system.

AVAILABILITY

Instructor is available in **Room B1173, extension 437** should any student have any difficulties or need help in upgrading their marks Please consult timetable for availability.

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THEME EVALUATION

1) Advance Publicity   Local involvement

                                         College involvement

2) Advertising and Promotion   Posters

                                         Flyers

                                         Personnel

3) Interior Decor   Walls/Tables

                                         Use of Volunteers
                                         (internal, external)

                                         Menu

                                         Music

4) Staff Participation   Knowledge of theme and
                                         objectives

                                         Costumes

                                         Active involvement in
                                         theme projection

5) Gimmicks and/or Guest Participation: