

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, 1991
Previous Outline Dated: SEPTEMBER, 1990
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New:

Revision:

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APPROVED:

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- Dean, Business & Hospitality

Date

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) 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.

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

- Advertising
- Reservations
- Front Desk
- Maitre D'
- 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 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. system

^P 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 8 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 Kitchen 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.

^P - Assign stations according to a prepared floor plan.

- 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.
- Order and receive all supplies from Kitchen, Central Stores, and Liquor Store Room.
- Account for all sales and discrepancies.
- Evaluate Bartender concerning his/her performance, personal appearance and emotional stability.

Objectives - Kitchen Manager:

- With M'aitre d^f, 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 during service.
- Maintain control of standards
- Maintain proper flow of service.
- Ensure efficient clean-up - linen count.
- Evaluate first year students on productivity, cleanliness, cooperation 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.
- Maintain control of service in all departments.
- Receive, at end of the 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 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

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

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 notetaking accommodation, please feel free to come and discuss this with me.

THEME EVALUATION

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|------------------------------|--|
| 1) Advance Publicity | a) Local involvement
b) College involvement |
| 2) Advertising and Promotion | a) Posters
b) Flyers
c) Personnel |
| 3) Interior Decor | a) Walls/Tables
b) Use of Volunteers
(internal, external)
c) Menu
d) Music |
| 4) Staff Participation | a) Knowledge of theme and
objectives
b) Costumes
c) Active involvement in
theme projection |

Gimmicks and/or Guest Participation:

Costumes:

Our high standards of appearance must be respected during theme nights. Please keep the following in mind when planning your theme.

- costumes must be practical and neat
- not to be restrictive to movements and table service
- regardless of theme, no shorts, "cut-offs", jeans or running shoes may be worn
- no bare feet, open-toed shoes or sleeveless garments are allowed as we must comply with the Sanitation Code.
- jeans may be worn, depending on the theme, as long as the appearance and cleanliness upholds the standards of the Gallery