

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: HOSPITALITY ADMINISTRATION

Code No.: HMG212

Program: HOTEL & RESTAURANT MANAGEMENT

Semester: IV

Date: JANUARY 1991

Previous Outline Dated: JANUARY, 1990

Autnor: K. SIEBERTZ

New

Revision:

APPROVED: ^ 2> :*-v>?
Dean, School of Business &
Hospitality

Date/ '

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TEXT: "Gallery Operational Manual"
"Job Descriptions - Gallery"
"Professional Dining Room Management"

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 as it relates to Dinner service and special functions.
- 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; (dinners, buffets, cocktail parties, etc.) and will be expected to plan, organize and execute their supervisory responsibilities within the guidelines established.
- 3) The student will be expected to choose a theme night. Research, plan, organize and motivate his/her peers to the successful completion of the event according to the evaluation sheet distributed.
- 4) Student must submit menu to Chef Training Coordinator and overview of planned activities at least four weeks prior to the Theme Night.

ATTENDANCE z

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.

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

- Advertising
- Reservations
- Front Desk
- Maitre D'
- Bar Manager
- Kitchen Manager
- Gallery Manager Positions as it relates to Dinner Service

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 computer during 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 first year students on computer.

Objectives - Maitre D¹:

- With Kitchen Manager, meet with Chef instructor to confirm menu and presentations.
- 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.

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- 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 closing 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;

- With Maitre d¹, 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 as it relates to the industry.
- Maintain proper flow of service.
- Ensure efficient clean-up - linen count.
- Evaluate first year students on productivity, cleanliness, cooperation and emotional stability.

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Objectives - Gallery Manager:

- Attend staff meetings.
- Delegate and supervise property check.
- Plan, organize/ and execute function.
- Supervise all of the above departments.
- Delegate or make changes in positions, if required.
- Maintain control of 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, effectiveness 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) The Gallery Theme Night - see specific evaluation of event (30% of term)
- 5) Individual Evaluations of each assignment by peers and instructors based on:
 - Planning
 - Organizing
 - Communications
 - Appearance - Dress
 - Job Knowledge
 - Supervisions
 - Closing Duties
 - Reports

- 6) During this semester at least three mandatory functions are scheduled: Annual Gourmet Dinner, Presidential Advisory Dinner, and any other function deemed by the department to be educational. Participation in these according to assigned duties is required for a passing grade (20% of term).
- 7) The requirements stated under "attendance" are part of the evaluation system.

AVAILABILITY

Instructor is available in **Room B113, 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.

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THEME EVALUATION

- 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

- 5) 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 or "cut-offs" must be worn
- no bare feet, open-toed shoes or sleeveless garments are allowed as we must comply to the Sanitation Code
- jeans may be worn, depending on the theme, as long as the appearance and cleanliness upholds the standards of the Gallery.