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, 199 3
Previous Outline Dated:	JANUARY, 1992
Author:	K. SIEBERTZ

New: Revision: X

APPROVED
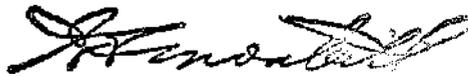
Dean, School of Business & Hospitality

Date

-61-03

^P TEXT: "Gallery Operational Manual" (1st & 2nd year)
                     "Professional Dining Room Management"

   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 application of:
   planning, organizing, communicating, and reporting systems 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;
      (dinners, buffets, cocktail parties, etc.) and will be
      expected to plan, organize and execute their supervisory
      responsibilities within established guidelines.

   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 an overview
      of planned activities at least four weeks prior to the Theme
      Night to the H.R.M. instructor.

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, demon-
strations, or staff meetings will forfeit the student's right to the
practical Gallery experience.

The focus of this semester will be on the student obtaining manageria
skills in:

- Advertising (public relations/sales)
- Reservations
- Front Desk
- Maitre D' - duties
- Bar Manager - duties
- Kitchen Manager - duties
- 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
  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 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 first year students on computer.

Objectives - Maitre D':

- 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 a prepared floor plan and schedule.

- Supervise correct set up, service, and closing tasks.

- Prepare floor plan and verify with Instructor at least 2 hours prior to function.

- 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:

- 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 fisrt year students in the controls of issuing orders.

- Train and supervise first year students in the proper production o mixed drinks as it relates to ingredients, choice of glasses and garnishes.

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

- Account for all sales and discrepancies.

- Evaluate Bartender concernng his/her performance, personal appearance and emotional stability.

Objectives - Kitchen Manager:

- With Maitre d', 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.

- Delegate and supervise property check.

- Plan, organize, and execute functions.

- 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.

EVALUATION:

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

1) Application of Human Relations 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	e)	job knowledge
b)	organizing	f)	supervision
c)	communicating	g)	closing duties
d)	appearance - dress	h)	reporting

5) The Gallery Theme Night - see specific evaluation of event. (30% of term)

Student Evaluations

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

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

6) During this semester special functions may be scheduled: Annual Gourmet Dinner, Presidential Advisory Dinner, and any other function deemed by the department to be educational. Partici-pation 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 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

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

    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) 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 must be
  shoes may be worn
- no bare feet, open-toed shoes or sleeveless garments are allowed as
  we must comply with the Sanitation Code