

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: _____
HOSPITALITY ADMINISTRATION

Code No.: _____
HMG212

Program: _____
HOTEL & RESTAURANT MANAGEMENT

_____ _____
IV

Semester: _____
Date: JANUARY, 1995

Previous Outline _____
Dated: JANUARY, 1994

Author: _____
K. SIEBERTZ

New:

Revision:

APPROVED:

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Dean, School of Business &
Hospitality

*M//.
Date

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 weeks prior for approval.
- 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.

Any 3 (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 the student obtaining managerial skills in:

- Advertising (public relations/sales)
- Reservations
- Front Desk
- Maitre D' - duties
- Bar 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 General Manager, meet with Chef instructor to confirm menu and presentations.

- 4 -

- 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 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, Central Stores, 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.
- 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.

. With maitre d', meet with chef instructor to confirm menu and presentation

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 (70%)	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. (They will be presented in a sealed envelope).

- 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. Participation in these according to assigned duties is required for a passing grade.
- 7) 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 notetaking accommodation, please feel free to come and discuss this with me.

THEME EVALUATION

- 1) Advertising and Promotion
 - a) Posters
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

- 6) 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.

