



COLLEGE OF COMMUNITY AND PUBLIC SERVICE  
HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

HTM 413 – Advanced Food and Beverage Management  
Winter 2018  
Syllabus

Course Description:

This advanced course builds on fundamentals acquired in prior food and beverage curriculum and internships. Utilizing a community-based learning format, central components include leadership theory, planning, control, and analysis of food and beverage operations, customer expectations and service. Examination of current trends will vary by semester. Prerequisites: HTM 250, HTM 290 and CS 150

Instructor and Class Information

Instructor: Lisa Sisson, M.M., R.D.N.

Contact Details: Office: DEV 272C  
Office Phone: 616-331-8734  
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Office Hours: MW 11:00 a.m. - 1:00 p.m. and other times by appointment

Class Meeting: MW 3:00 – 4:50 p.m.  
Eberhard Center 312

Teaching/Learning Philosophy:

Learning is a lifelong process and I continue to learn along with you. Learning involves listening to others and reflecting on their ideas to develop an understanding of the world around you. I expect all students to do well in this course and view myself as only one of many resources you may utilize in your quest to gain knowledge. Please feel free to express your opinions in a constructive manner.

Please stay after class, call, or make an appointment to see me if you have any concerns. I am here to help you. I am here to help you prepare for successful positions in the hospitality and tourism industry.

### Course Objectives:

At the end of the semester the student will be able to:

1. Write a standard recipe.
2. Develop effective food and beverage pricing strategies.
3. Recognize the importance of supply chain relationships.
4. Design an effective menu.
5. Analyze sales to successfully adjust menu prices and design.
6. Calculate standard food costs and costs of individual recipes and complete meals.
7. Develop a budget and human resource needs and goals.
8. Describe legal and ethical food and beverage management responsibilities.
9. Apply analysis and synthesis of information from diverse fields of knowledge to real-world problems in a food and beverage operation.
10. Operate with a community partner in a mutually beneficial capacity.
11. Evaluate self-directed personal and professional leadership development.
12. Demonstrate flexible and effective problem-solving strategies.
13. Model effective communication with diverse audiences.
14. Develop, sustain, and make use of healthy interpersonal relationships through community-based learning.
15. Demonstrate effective team management skills through project management.

This is a 400 level course and the expectation is that you will complete work at the 400 level. Bloom's taxonomy, a learning model, describes this level of learning in the following manner:

**Analysis:** Students examine and break information into parts by identifying motives or causes. Students make inferences and find evidence to support generalizations. Students analyze elements, relationships and organizational principles.

**Synthesis:** Students compile information together in a different way by combining elements in a new pattern or proposing alternative solutions. Students can derive a set of abstract relationships from information.

### Teaching and Learning Methods:

A combination of teaching and learning strategies will be used to introduce a range of topics and concepts. Discussion is a key learning strategy as well as a vital skill for success in management and all students are expected to contribute verbally to class. Your preparedness for class and participation in discussion is critical.

Part of the purpose of this class is to help the student transition from an academic environment to a management environment in the Hospitality and Tourism industry. To this end, initiative and leadership skills are emphasized. Questions should be asked, creativity (within the parameters of the class/assignment) should be employed, and responsibility should be demonstrated.

### Community-Based Learning

This course has a community-based learning component requiring regular trips to an off-campus location, Spectrum Hospital Nutrition Services Department. The primary objective of this project is to create a baseline benchmark of the food waste occurring within the Butterworth Café spaces including researching best practice processes for benchmarking the waste, developing measurement processes and interviewing Nutrition Services employees to gain a better understanding of principles in practice. The secondary objective is to develop a food donation process for Spectrum Health that is safe, alleviates liability and improves the health of our community.

It is highly recommended that you ride the 50 bus (or another, if it is more convenient for you) to Spectrum Hospital. You may not park in the hospital parking ramp for this class, doing so will result in penalties, up to and including dismissal from the course.

Students are requested to advise the instructor of any special disabilities, problems or needs that may need to be accommodated so they may fully participate in this activity.

University policies, including the [Student Code of Conduct](#) will be enforced during all off-campus activities.

A [dress code](#) will be enforced for off-campus activities. Please visit, read and follow the business casual dress examples [here](#).

### Assignments, and Deadlines:

- Assignments are due at the beginning of the scheduled class on the due date.
- Assignments not turned in on the designated date at the designated time will automatically have 50% of the possible points deducted from the assignment.
- No credit will be given for assignments not turned in within one week of the due date. Assignments will not be accepted by email except in extenuating circumstances and with approval of the instructor.
- Homework assignments, must be typed and stapled, no paper clips or folded corners, to be accepted. A 20% grade reduction will be given for not following these requirements.

If you are ill, hospitalized, or another emergency arises that prevents you from turning in an assignment on time arrangements may be made to accommodate you. You must contact the instructor prior to the due date to work out a solution. Documentation of your emergency may be required and exceptions to the deadline policy will be made only in extreme instances.

### **Please Note**

If there is any student in this class who has special needs because of learning, physical or other disability, please contact me and Disability Support Services (DSS) at 616.331.2490. Furthermore, if you have a disability and think you will need assistance evacuating this classroom and/or building in an emergency situation, please make me aware so I can develop a plan to assist you.

### Attendance Policy:

Students are expected to attend classes. Students are given 2 free passes for a missed class. Each subsequent missed class will result in a one level grade deduction. Thus, a student who earned an A in the course, but missed 3 classes, will receive an A-, the student who earned a C in the course, but missed 4 classes, will receive a D+. Attendance will be taken at each class meeting. To receive credit for attending class, you must be present during the majority of the class period. In general, absences beyond the 2 provided excused absences will not be excused. Use your 2 provided excused absence wisely. You will be notified as to whether or not the absence will be excused. Students should note that work is not an acceptable excuse for missing class. Signed attendance sheets will act as the final word on your attendance on any particular day. It is your responsibility to ensure you sign the sheet.

It is equally important to arrive on time to class sessions. Excellent students arrive on time and are prepared to participate. Being more than 15 minutes late for class constitutes tardiness. Three cases of tardiness is equivalent to a day of absence. Please discuss any special circumstances with your instructor. If special circumstances prevent attendance, a student may be asked to complete an alternate assignment.

### Emergency Procedures:

Fire: Immediately proceed to the nearest exit during a fire alarm. Do not use elevators. More information is available on the University's Emergency website located at <http://www.gvsu.edu/emergency>

### Inputs to Course Grade:

The assessment for this class will consist of multiple pieces of work ranging in style and complexity in an attempt to address the learning outcomes. Below is a brief outline/indication of the assessment plan but additional detail will be offered further into the course.

Community Project	40%
Report – 25%	
Presentation to Spectrum Hospital Leadership – 10%	
Reflection – 5 %	
Other Assignments (Approximately 10)	40%
Professionalism and Leadership	20%
-This includes Teamwork and Collaboration* (5%), Completion of Team Tasks (5%), Active Participation (5%)**, Overall Professional Conduct (5%)	

\*Being an excellent team member is an essential skill in today's workplace environment. This course will provide you the opportunity to develop these skills and allow you to play both leadership and support roles. Your teamwork grade will reflect your peers' evaluation of your success in demonstrating these skills as well as your community partner's. Peer Evaluations: All students must complete peer evaluations of each of their team members. If you choose not to complete them, you will receive a decrease in your final grade.

\*\*Demonstration of a willingness to learn through class participation is fundamental to your educational development. Classroom participation, moreover, is not achieved by occupying a seat for the duration of each session. The opinions, perspectives, anecdotes and debate expressed in class will offer a far more rounded perspective of the material and thus enhance your educational experience. Participation includes your reasoned contributions to classroom discussions, adherence to the dress code, team communication as outlined in assignments and attendance at required events. I hope the

class will evolve into a 'two way street' of shared experiences and opinions. The criterion for awarding the participation grade is outlined below:

- Routinely asks and answers questions, shares opinions and perspectives related to course content and reading that adds value to the class. Frequently utilizes team communications to share teamwork. Always adheres to dress code. A
- Sometimes asks and answers questions, shares opinions and perspectives related to course content and reading that adds value to the class. Utilizes team communications occasionally to share teamwork. Usually adheres to dress code. B - C
- Rarely asks and answers questions, shares opinions and perspectives related to course content and reading that adds value to the class. Seldom uses the team Google Docs to share teamwork. Sometimes adheres to dress code. D
- Does not ask or answers questions, share opinions or perspectives related to course content and reading and thus has a minimal contribution to class. Does not utilize team communications to share teamwork. Seldom adheres to dress code. F

Grading Scale:

94% – 100% = A	80% – 83% =B-	67% – 69% =D+
90% – 93% =A-	77% – 79% =C+	60% – 66% =D
87% – 89% =B+	74% –76% =C	Below 60% = F
84% – 86% =B	70% – 73% =C-	

A proposed class schedule is attached; however, this is subject to change, without notice, due to unforeseen factors.