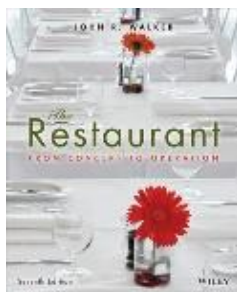


**HA 240, FALL 2017, 3 credits**  
**RESTAURANT OPERATIONS AND MANAGEMENT**  
**School of Hotel & Restaurant Management**  
**The W.A. Franke College of Business**



**Instructor:** Edward G Mc Keown, Ph. D.  
**Classroom:** Section 001 (MWF 9:10 am – 10:00 am): HRM 112

**Office:** SHRM North Building 33; Room 101  
**Office Hours:** M & W: 1 pm – 4 pm; Th: 2 pm – 4pm; & by appointment  
**Office Phone:** 928-523-6975  
**Cell Phone:** 765-337-3948 (text preferred)  
**E-mail Address:** Edward.McKeown@nau.edu



**Texts (required):** *The Restaurant from Concept to Operation (Walker)* Wiley Publications.  
*ServSafe Manager Course book 7<sup>th</sup> Edition (without exam answer sheet)* National Restaurant Association



**Academic Catalog Description:** Introduces the basic principles of commercial food selection, storage, preparation, and service.

**Course Purpose:** This course focuses on the principles and practices relating to the administration of food service systems in institutional settings, and provides basic information to manage such operations in public and private facilities. Includes instruction in food safety, the design and organization of food service systems, purchasing, personnel management, and related business practices.

**Course objectives:** At the end of this course, you will be able to:

- A. State the importance of and describe professional management in food service operations.
- B. Describe the management components of systematic foodservice management and how they work together for successful food service management.
- C. List the components of systematic food service management.
- D. State key components of each step in the flow of product from ordering to service.
- E. Describe the role of the menu as the foundation for control in a food service operation.
- F. State the importance and demonstrate the concept of menu engineering.
- G. Record the factors that go into food cost calculations and demonstrate the ability to calculate the food cost menu items as well as for a food service operation.
- H. Understand the causes of accidents in food service operations.
- I. Describe how sanitation and health codes apply to specific foodservice operations.
- J. Identify the sanitation regulations and inspection requirements for receiving, preparing, storing and serving food.
- K. Describe the key components of a sanitation program for a food service operation.
- L. Identify the significance of food temperature danger zone and list temperatures that fall within that zone.
- M. List and demonstrate the correct serving techniques and sequence of proper service.
- N. Understand the professional standards and how it relates to good business ethics.
- O. Identify food recipes: Costing it out, purchasing methods involved, storage, and issuing.
- P. Identify the responsibilities, functions and relationships between back and front of the house.
- Q. Take and Pass the ServSafe Manager's Sanitation Certification Exam  
**(YOU MUST PASS THIS EXAM TO PASS THIS COURSE)**

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**Assignments/Assessments**

Assessment Activity	Points	%
ServSafe Quizzes (3 @ 100 pts each)	300	15%
Restaurant Observation	250	12.5%
Restaurant Chapter Quizzes	250	12.5%
Dining service Quiz	100	5%
Group Presentation	250	12.5%
Group Project	750	37.5%
ServSafe Exam ( <b>Must pass to pass the class</b> )	100	5%
<b>Total</b>	<b>2000</b>	<b>100%</b>

**Grade Computation:** Grades will be allocated as follows:

90-100% = A

70-79% = C

**Below 60% = F**

80-89% = B

60-69% = D



**Attendance:** (not applicable to online classes)

University policy mandates all 100 and 200 level classes have **mandatory attendance**. You will notice in the grade center of BBLearn the days/dates of each class period. Attendance will be taken at the beginning of each class by each student logging in on an attendance sheet distributed throughout the classroom. More than three absences in the semester will constitute a drop of a full letter grade. Should an absence from class be unavoidable, should an absence from class be unavoidable, you are responsible for reporting the reason to your instructors. In addition, you are responsible for making up any work you miss. **Your instructors are under no obligation to make special arrangements for you if you are absent** (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**Standards & Expectations:** As most organizations have standards, so shall we. Microsoft, Nike, and Southwest Airlines did not reach the pinnacle of success by maintaining the status quo. They are considered the leaders in their industry and have set the standards by which others in their industry are judged.

**As your instructor, I will:**

- treat you with the utmost respect and dignity.
- be available for assistance whenever possible.
- listen to your opinions and be open to feedback.
- strive to return all papers within 2 weeks.
- **HAVE FUN!**

**As my partner, you will be expected to:**

- **BE ON TIME!**
- ask questions to ensure you understand the material and its relevance.
- treat your classmates with dignity and respect.
- contribute to classroom discussion.
- **Not wear hats in class.**
- **HAVE FUN!**

In order to provide you with a snap shot of leadership experiences in the “real world”, we may occasionally have guest speakers or tour local businesses. These guests/tours will be professionals in the hospitality industry with expertise in the areas we will discuss. To portray our level of professionalism and give them the respect they deserve, we will wear **professional attire [at a minimum, that’s a dress shirt, tie, and dress slacks for gentlemen, and a nice top/blouse with a skirt or dress slacks, or dress for ladies]**. If you have **ANY** questions on what constitutes “professional attire”, please don’t hesitate to ask me **PRIOR** to the guest’s appearance. Improper attire will not be tolerated!

**Written Work Requirement:** All written work will be evaluated on grammar, punctuation, & spelling. In addition, all written work will be required to be submitted via BBLearn and utilizing the Safe Assign Plagiarism checking software.

**Written work not submitted properly will NOT be graded.** I highly encourage you to seek support from the SHRM peer writing tutor. Office hours will be posted to the announcements section of the course Bb Learn site when determined.

**Group Work requirement:** Group work means that ALL members of the group are required to perform an equal amount of work. Group members will be required to file a schedule of out-of-class meetings, in addition to a group work contract, outlining the duties of each member. Groups may petition instructor to “terminate” unproductive members. Group members

will also be required to rate their fellow members on the amount of work performed by each of their peers. The final grade will be adjusted accordingly based on the average percentage reported from your peers.

## COMMUNICATION IS



**Communication:** In this course, we will communicate via the **Course Message** and **Announcements** tool in Blackboard (Bb Learn). You will find these under “Course Tools” on the left-hand side of the HA 100 course Blackboard site. You should check these sections at least **twice** a day, because this is the primary means I will use to communicate with the class. Moreover, unless there is an emergency, this is also the means through which you should communicate with me. Like you, I receive a significant number of email messages daily, and this tool allows us to keep all course-related communication in one place. If you will miss class or be late for any reason, please text me so that I am aware.



**Academic Integrity:** In order to enrich your understanding of leadership, you may wish to consult outside sources. While this is highly recommended, you must thoroughly document **ALL** work that is not yours. Failure to do so constitutes plagiarism (to steal or pass off as one’s own). As stated in NAU’s Academic Integrity Policy in the Student Handbook, “An NAU student’s submission of work is an implicit declaration that the work is the student’s own” (<https://policy.nau.edu/policy/policy.aspx?num=100601>).

Academic dishonesty includes, **but is not limited to**, cheating on an exam, stealing exam questions, substituting one person for another at an exam, falsifying data, destroying, tampering with or stealing a computer program or file, copying all or part of a paper or project, signing another student’s name to an attendance sheet or violating the integrity of any assignment to which points are assigned. ***Failing to properly document your sources within the text of your assignment, and/or not including a reference page is plagiarism.*** Students who allow their work to be copied are equally accountable and subject to the same penalties. Anyone who is found committing these or other acts of academic dishonesty will receive a **FAILING GRADE (F)** for the **entire course**. There is too much at stake to ruin your bright future, so don’t risk it!

If you are in need of assistance in the proper citing of sources and formatting your papers, you can see the writing tutor, come to my office hours, or review the Purdue Online Writing Lab at: <https://owl.english.purdue.edu/owl/>

**Documented Disability Accommodations:** If you have any condition, such as a physical or learning disability, that makes it difficult for you to carry out the work as it has been outlined in this syllabus, please contact me **IMMEDIATELY**. The Disability Resource Center (DRC) provides academic accommodations for students with documented disabilities, who are otherwise qualified for university programs. If you have a documented disability that may require assistance, please contact the DRC located on the 2<sup>nd</sup> floor of the Health & Learning Center (Room 2050), or call 523-8773.

**Diversity Statement:** NAU defines diversity as the whole of the human experience. The human experience is marked by its complexity, shaped by historical, social, economic, and political phenomena, and is characterized by differences. It is the official policy of Northern Arizona University to prohibit discrimination, to inform individuals of their right to be free of such behaviors, and to promote the safety of all individuals at university sites and activities (<http://nau.edu/Diversity-NAU/Forms/Safe-Working-and-Learning-Environment-Policy/>).



SafeZone is an educational program committed to increasing understanding and awareness around how to foster an inclusive and welcoming climate for the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer and Questioning) community. Dr. Mc Keown & our Executive Director, Dr. Wanda Costen’s offices are official SafeZone locations in SHRM.

**End of term week:** NAU is committed to the academic success of our students. As such, this policy was developed to ensure that students are not overly burdened at the end of the term with non-academic activities, new course assignments, or evaluations of their work which are not in accord with generally accepted University practice, precedent, or policy (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**Policy on Religious Holidays:** Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during the semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify me no later than Friday, **8 September** of her or his intention to participate in religious holidays, which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university, which could not reasonably have been avoided.

**FCB Communication Center:** As part of the W.A. Franke College of Business, SHRM students have access to the Business Communication Center (FCB Rm 114). The BCC provides in-person consultations, both one-on-one and in small groups (<http://franke.nau.edu/bcc/>). More importantly, SHRM has a dedicated peer writing tutor to assist with writing assignments. I highly recommend you use these services to enhance the quality of your writing. The ability to communicate, both orally and written, is one of the key skills industry professionals believe is essential for success.

**Advising** serves primarily as a clearinghouse for student-related services provided by the School of Hotel & Restaurant Management. You should go to this office at any time if you a) have a question about your academic standing; b) need academic advising; c) need petition forms, enrollment in full class forms, or forms for work experience or independent study; d) need a change of major formed signed by the Dean; e) are applying for graduation; or f) are seeking information regarding scholarships. For an advising appointment, visit the front desk.

**NAU Policies:** Follow this link for all of NAU's Academic Affairs Policies: <http://nau.edu/university-policies/academic-affairs/>.

### **BBLearn Materials**

- Course Syllabus: Syllabus.
- Course Grades: Grades for all course elements will be posted to the BBLearn site as soon as they are available. This includes the chapter assignments, the quizzes, the Restaurant Observation report and the NRA Certification Exam. You will be able to check your status and grade throughout the semester.
- Course Content: This contains all the PowerPoint slides used for this course. You should print out the slides in handout form and bring them to class so you can follow the lectures and take notes more effectively.
- Course Calendar: Summarizes due dates for the assignments and report; quiz schedule; certification exam schedule.
- Restaurant Observation Report: An explanation of the report parameters and an example of a completed report.
- Certification Pre-Test: This is an online exam. It is used only for assessment purposes. It does not count in your grade.

### **Sanitation Certification Exam:**

This standardized exam, prepared and evaluated by the National Restaurant Association Education Foundation, will be given the week of October 16<sup>th</sup>, 2017. Exam answer sheets will be provided by SHRM. Do not put any information on the Scantron prior to the exam, instructions will be given at that time. The student must score at least 75% on the exam. Any student who fails the original certification exam may be eligible to retake the exam (see below). The re-take exam will be given sometime around the 12<sup>th</sup> week of classes. The scheduled date for the fall 2017 semester are Friday, November 17<sup>th</sup> at 10:00 AM and 2:30 PM.

**STUDENTS MUST PASS**  
**THE CERTIFICATION EXAM TO PASS THE COURSE**

Course grades will be determined as follows:

- If the student fails the certification exam but the overall semester point total with the certification exam score is high enough to pass (70% or higher), they will be allowed to re-take the certification exam. If they pass it the second time they will be given a grade based on the first exam. **Retaking the exam only allows you to pass the course; it will not increase your grade.**
- Students who fail the certification exam the second time will be given a D for the semester and will have to repeat the course.
- Students who fail the exam the first time and choose not to retake it will have to repeat the course regardless of their overall semester point total. They will be given a D.
- If the student fails the certification exam and the overall semester point total, including the exam, is below passing (less than 70%), they will be given a D or F for the semester and will have to repeat the course. They will not be allowed to retake the exam since the semester grade is based on the results of the first exam and passing it the second time would not change the grade.
- Certificates will be available approximately 2 – 3 weeks after the test date and can be printed directly from the ServSafe.com website.

**Note:** This is a standardized exam, prepared by the National Restaurant Association Educational Foundation. Examination proctors must be certified (as must instructors) and must follow all proctoring policies and procedures. The ones that are of most importance to the students are the requirements that **proctors prepare a seating chart and assign seats to all examinees, that proctors must obtain a photo ID from all examinees and that such ID's will be held until the test booklet and answer Scantron are submitted.** Once the proctor has assigned seats to all examinees and the scheduled exam time has been arrived at, **the proctor must close the examination room.** At that time, the Scantron sheet instructions are given and the exam booklets are distributed. **Once the room is closed no students may enter.** This means that, if you are late, you will not be permitted to take the examination. The Scantron will be provided by the instructor.

**Class outline/Tentative schedule** (schedule subject to change based on guests and tours):

A calendar of due dates and upcoming tours/guest speakers is kept up to date on bblearn.

Date	Activity	Items Due
August 28, 2017	Syllabus & Expectations	
August 30, 2017	Food Safety Chapter 1	
September 1, 2017	Food Safety Chapter 2	
September 4, 2017	Labor Day, no class	
September 6, 2017	Food Safety Chapter 5	
September 8, 2017	Food Safety Chapter 6	Quiz #1 (Sept 10 <sup>th</sup> , midnight)
September 11, 2017	Food Safety Chapter 7	
September 13, 2017	Food Safety Chapter 8	
September 15, 2017	Food Safety Chapter 9 & 10	Quiz #2 (Sept 17 <sup>th</sup> , midnight)
September 18, 2017	Restaurant Chapter 3/Dining room	
September 20, 2017	Restaurant Chapter 3/Dining room	Restaurant Concept due
September 22, 2017	Restaurant Chapter 4/Dining room	Quiz #3 (Sept 24 <sup>th</sup> , midnight)
September 25, 2017	Restaurant Chapter 4, cont	Restaurant Menu due (Sept. 24 <sup>th</sup> )
September 27, 2017	Restaurant Chapter 5	
September 29, 2017	Guest Speaker: Marlene Gaither	Sanitation facility plan review lecture
October 2, 2017	Restaurant Chapter 6	
October 4, 2017	Career Fair	No Class
October 6, 2017	Restaurant Chapter 7	
October 9, 2017	Restaurant Chapter 8	Sanitation facility plan due
October 11, 2017	Guest Speaker: Jesse Newton	Building Permits Lecture
October 13, 2017	Midterm Study Session	Choose the day you would like
October 16, 2017	Sanitation Midterm	To take your midterm
October 18, 2017	Sanitation Midterm	It is a 1 hour certification exam
October 18, 2017: EC Opportunity, Isbell Ethics Executive Lecture, Ashurst Auditorium 5:30 – 7 pm		
October 20, 2017	Sanitation Midterm	
October 23, 2017	Restaurant Chapter 9	
October 25, 2017	Restaurant Chapter 10	
October 25 <sup>th</sup> , 2017: EC Opportunity, Conversation with CEO Scott Lyon, Native American Cultural Center		
October 27, 2017	Restaurant Chapter 11	
October 30, 2017	Restaurant Chapter 12	Menu Recipe Costing due (Oct 29 <sup>th</sup> )
November 1, 2017	Restaurant Chapter 13	
November 2 <sup>nd</sup> , 2017: Required Attendance: SHRM Executive Lecture Series: Todd Gordon, Ashurst, 5:30 – 7 pm		
November 3, 2017	Guest Speaker: Officer Dan Webb	Liquor Laws & Liability Lecture
November 6, 2017	Restaurant Chapter 14	
November 8, 2017	No Class: go to required attendance on November 2 <sup>nd</sup> .	

November 10, 2017	Veterans Day No Classes	
November 13, 2017	Menu Analysis	Facility Design Due
November 15, 2017	Activity Based Costing	
November 17, 2017	Catch up or Group work	Marketing plan due
November 20, 2017	Catch up or Group work	
November 22, 2017	Catch up or Group work	
November 24, 2017	Thanksgiving Holiday	No Class
November 27, 2017	Group Presentations	
November 29, 2017	Group Presentations	
December 1, 2017	Group Presentations	Restaurant Observation due (Dec 3 <sup>rd</sup> )
December 4, 2017	Group Presentations	
December 6, 2017	Group Presentations	
December 8, 2017	Group Presentations	
December 11, 2017	Final Exams (no class for us)	
December 13, 2017	Final Exam	7:30 am – 9:30 am (Final project due)