

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

Instructor: Dr. Edward G Mc Keown, Ph. D.
Classroom: Section 004 (MWF 11:30 – 12:20): HLC 3101
Section 006 (MWF 10:20 – 11:10): HRM 139
Office: SHRM 101
Office Hours: M & W, 1 pm – 4 pm; F, 8 am – 10 am; & by appointment
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E-mail Address: Edward.McKeown@nau.edu
Texts (required): *The Restaurant From Concept to Operation* (Walker)
Wiley Publications.
ServSafe Manager Coursebook 6th Edition (with exam answer sheet)
National Restaurant Association

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

Course Purpose: The purpose of this course is to introduce the students to the food production and service.

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

- State the importance of and describe professional management in food service operations.
- Describe the management components of systematic foodservice management and how they work together for successful food service management.
- List the components of systematic food service management.
- State key components of each step in the flow of product from ordering to service.
- Describe the role of the menu as the foundation for control in a food service operation.
- State the importance and demonstrate the concept of menu engineering.
- Pass the ServSafe Manager Sanitation Certification exam.
- 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.
- Understand the causes of accidents in food service operations.
- Describe how sanitation and health codes apply to specific foodservice operations.
- Identify the sanitation regulations and inspection requirements for receiving, preparing, storing and serving food.
- Describe the key components of a sanitation program for a food service operation.
- Identify the significance of food temperature danger zone and list temperatures that fall within that zone.
- List and demonstrate the correct serving techniques and sequence of proper service.

- Understand the professional standards and how it relates to good business ethics.
- Identify food recipes: Costing it out, purchasing methods involved, storage, and issuing.
- Identify the responsibilities, functions and relationships between back and front of the house.

Assignments/Assessments

Assignment	Points	Percent of grade
Quizzes (3 @ 100 pts each)	300	16%
Individual Project (restaurant observation)	250	14%
Group Project (restaurant project)	1000	54%
Mid Term ServSafe Exam	300	16%
Extra Credit	Variable	
Total	1850	100%

Grade Computation: Grades will be allocated as follows:

90-100% = A

70-79% = C

Below 60% = F

80-89% = B

60-69% = D

Attendance: You are responsible for attending all classes for which you are enrolled. 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 will 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. I highly encourage you to seek support from the SHRM peer writing tutor, **Anthony Mirabito**. He is located in the group breakout room near the advising hallway. His 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 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: In this course we will communicate via the **Course Message** tool in Blackboard (Bb Learn). You will find this under “Course Tools” on the left hand side of the HA 240 course Blackboard site. You should check this section 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.

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!

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 2nd 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/>).

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, **4 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/>.

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
January 18, 2017	Syllabus & Expectations	
January 20, 2017	Food Safety Chapter 1	
January 23, 2017	Food Safety Chapter 2	
January 25, 2017	Food Safety Chapter 3 & 4	
January 27, 2017	Food Safety Chapter 5	Quiz #1
January 30, 2017	Food Safety Chapter 6	
February 1, 2017	Food Safety Chapter 7	
February 3, 2017	Food Safety Chapter 8	Quiz #2
February 6, 2017	Food Safety Chapter 9 & 10	
February 8, 2017	Guest Speaker: Marlene Gaither	Sanitation facility plan review lecture
EC Opportunity: 6 pm to 7 pm, location TBD, Steve Joyce, CEO Choice Hotels		
February 10, 2017	Restaurant Chapter 3	Quiz #3
February 13, 2017	Guest Speaker: Jesse Newton	Building Permits Lecture
February 15, 2017	Restaurant Chapter 3, cont	Restaurant Concept due
February 17, 2017	Restaurant Chapter 4	
February 20, 2017	Restaurant Chapter 4, cont	
February 22, 2017	Restaurant Chapter 5	
February 24, 2017	Restaurant Chapter 6	Restaurant Menu due
February 27, 2017	Restaurant Chapter 6, cont	
March 1, 2017	Restaurant Chapter 6, cont	
March 3, 2017	Midterm Study Session	Sanitation facility plan due
March 6, 2017	Sanitation Midterm	Choose the day you would like
March 8, 2017	Sanitation Midterm	To take your midterm
March 10, 2017	Sanitation Midterm	It is a 1 hour certification exam
March 13, 2017	Spring Break	
March 15, 2017	Spring Break	Have fun!
March 17, 2017	Spring Break	
March 20, 2017	Restaurant Chapter 7	
March 22, 2017	Restaurant Chapter 7, cont	
March 24, 2017	Guest Speaker: Officer Dan Webb	Liquor Laws & Liability Lecture
March 27, 2017	Restaurant Chapter 8	Menu Recipe Costing due
March 29, 2017	Restaurant Chapter 9	
March 31, 2017	Restaurant Chapter 10	
April 3, 2017	Restaurant Chapter 11	
April 5, 2017	Restaurant Chapter 12	
EC Opportunity: 6 pm to 7:30 pm, Ashurst, Patricia Harris, McDonalds former Chief Diversity Officer		
April 7, 2017	Restaurant Chapter 13	

April 10, 2017	Restaurant Chapter 14	Facility Design Due
April 12, 2017	Restaurant Chapter 14, cont	
April 14, 2017	Menu Analysis	
April 17, 2017	Activity Based Costing	
April 19, 2017	Catch up or Group work	
April 21, 2017	Catch up or Group work	Marketing plan due
April 24, 2017	Group Presentations	
April 26, 2017	Group Presentations	
April 28, 2017	Group Presentations	Restaurant Observation due
May 1, 2017	Group Presentations	
May 3, 2017	Group Presentations	
May 5, 2017	Group Presentations	
May 8, 2017	Final Exam (10:20 class)	10 am – noon (Final project due)
May 10, 2017	Final Exam (11:30 class)	10 am – noon (Final project due)