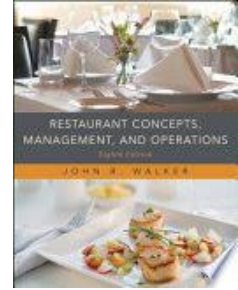


HA 240, SPRING 2018, 3 credits
RESTAURANT OPERATIONS AND MANAGEMENT
School of Hotel & Restaurant Management
The W.A. Franke College of Business



Instructor: Edward G. McKeown, Ph. D.
Classroom: Section 005 (Online)
Office: SHRM North Building 33; Room 101
Office Hours: M – TH 7 AM – 9 AM; & by appointment
Office Phone: 928-523-6975
Cell Phone: 765-337-3948 (text preferred)
E-mail Address: Edward.McKeown@nau.edu
Texts (required): *Restaurant Concepts, Management, and Operations* (Walker)
Wiley Publications.



Academic Catalog Description: An introduction to the restaurant business from conception through professional management and operations.

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 be able to comply with all foodservice sanitation and safety guidelines.
- B. Describe how sanitation and health codes apply to specific foodservice operations, as related to ServSafe or local regulatory authority guidelines.
- C. Identify the sanitation regulations and inspection requirements for receiving, preparing, storing and serving food, as related to ServSafe or local health department regulations.
- D. State key components of each step in the flow of food from ordering to service.
- E. Identify the significance of the food temperature danger zone and list minimal internal cooking temperatures for Time & Temperature Control for Safety (TCS) foods.
- F. Describe the key components of a Hazard Analysis Critical Control Point (“HACCP”) management system as a preventative approach to food safety in restaurant operations.
- G. Describe the importance of professional management in restaurant operations.
- H. Describe the role of the menu as the foundation for control in a food service operation.
- I. Describe and state the significance of different types of restaurant concepts.
- J. Describe the differences and legal aspects of various ownership types in the restaurant industry.
- K. Describe the importance of location in restaurant placement and concept.
- L. State the importance and demonstrate the concept of menu design.
- M. Understand and demonstrate the ability to calculate the food cost of menu items.
- N. Understand and identify the process of recipe development from costing, purchasing, storage, preparation and service.
- O. Understand the causes and consequences of accidents in restaurant operations.
- P. Understand the importance of a crisis management plan in restaurant operations.
- Q. Understand and demonstrate the different styles of service in the restaurant and food service industries (Russian, American, French, and English).
- R. Understand and demonstrate professional business ethics from a restaurant operations and management perspective.
- S. Identify the responsibilities and functions of the back and front of house and the relationship between the two.
- T. Online classes: Pass the Coconino County food handler’s online certification, or become certified in food safety from your local certifying agency.

(YOU MUST PROVIDE CONFIRMATION OF THIS PASS THIS COURSE)

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Assignments/Assessments

Assessment Activity	Points	%
Syllabus Quiz	50	10%
Restaurant Sanitation Observation	100	18%
Restaurant & Dining Service Final Exam	200	36%
Restaurant Project	200	36%
Food Safety Certification (Must provide to pass the class)	0	
Extra Credit	Variable	Variable
Total	550	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: (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 days.
- **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 (not applicable to online classes): 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 240 course Blackboard site. You should check these and your NAU email 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 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/>).



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 office is the only current official SafeZone location 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 Wednesday, **20 December** of the students' 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. In addition to the Essentials of Good Table Service readings.
- Course Calendar: Summarizes due dates for the assignments and report; quiz schedule; Final exam schedule.
- Assignments: Location of all assignments and instructions for each item
- Restaurant Sanitation Observation Report: An explanation of the report parameters and an example of a completed report.

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.

Week:	Activity	Items Due by midnight on Sunday this week.
Week 1: 1/15 – 1/21	Restaurant Chapter 1 & 2	
Week 2: 1/22 – 1/28	Restaurant Chapter 3	
Week 3: 1/29 – 2/04	Restaurant Chapter 4	Project Part 1 due (2/04 by midnight)
Week 4: 2/05 – 2/11	Restaurant Chapter 4	
February 7, 2018 Conversation with CEO: Tom Perkins: CEO of Core-mark 5:30 pm – 7:30 pm Ashurst		
Week 5: 2/12 – 2/18	Restaurant Chapter 5	Project Part 2 due (2/18 by midnight)
Week 6: 2/19 – 2/25	Restaurant Chapter 6	
Week 7: 2/26 – 3/04	Restaurant Chapter 7	
Week 8: 3/05 – 3/11	Restaurant Chapter 8	Menu Recipe Costing Due (3/11 by midnight)
Week 9: 3/12 – 3/18	Restaurant Chapter 9	
3/19 – 3/25: Spring Break Week		
March 28, 2018 Conversation with CEO: Alan Fuerstmann: CEO of Montage Resorts 5:30 pm – 7:30 pm Ashurst		
Week 10: 3/26 – 4/01	Restaurant Chapter 10	Project Part 3 due (4/01 by midnight)
Week 11: 4/02 – 4/08	Restaurant Chapter 11	
Diversity Discussion with an Executive, sometime in April: Date TBD		
Week 12: 4/09 – 4/15	Restaurant Chapter 12	Restaurant Observation Due (4/15 by midnight)
Week 13: 4/16 – 4/22	Restaurant Chapter 13	
Week 14: 4/23 – 4/29	Restaurant Chapter 14	Project Part 4 due (4/29 by midnight)
Week 15: 4/30 – 5/06	Dining Service	Reading located in Bblearn (Course Content)
Week 16: 5/07 – 5/13	Final Exam	Due 5-13 by midnight