

HTM*4110 Advanced
Restaurant Operations
Winter 2020
0.5 Credits

General Course Information

Instructor: Instructor Simon Day & Dr. Mark Holmes
Email spday@uoguelph.ca & mholme07@uoguelph.ca
Office Location 105 MACS Building & 305 MACS Building
Office Hours Mondays 11:30am to 12:30pm, or by appointment
Department/School School of Hospitality, Food and Tourism Management

Class Schedule: Thursdays from 2:30 pm to 10:00 pm (During actual dinners, it has been known to go longer, so please be prepared to stay longer on these days) Please meet in the HTM (PJ's) Restaurant in proper attire. **Effective operation of the events is dependent upon the presence of all students, on time, ready to go.**

Pre-requisites: HTM*3090

Restrictions: none

Course Description

The course looks to capitalize on students learning of restaurant operations, food and beverage cost control, revenue management, and culinary methods, to have them operate a fine dining restaurant/event. Students will be required to develop a fine dining event concept, along with associated menu, marketing plan, budget, and food and wine pairing. Beyond executing the event, students will undertake an analysis of the events success drawing on guest satisfaction and financial metrics. Emphasis in this course is placed upon creativity and authenticity in menu formulation, operational performance and guest satisfaction.

Course Learning Outcomes

Upon successfully completing this course, you will have the discipline/professional and transferable skills to:

1. Create and design a restaurant meal service (events).
2. Design, implement, and evaluate a marketing plan for a foodservice environment.
3. Compose and calculate a pricing strategy for a foodservice event.

4. Create and operate an 'environmentally sustainable' foodservice event.
5. Formulate customer level forecasts for a foodservice event.
6. Formulate and complete the food and beverage costing for a foodservice event.
7. Explain and apply a triple bottom line approach to costing of menu items in a foodservice establishment.
8. Demonstrate an understanding of, and formulate, labour costs for a foodservice event.
9. Develop and implement work design assignments for a foodservice event.
10. Establish and execute service standards for a foodservice event.
11. Demonstrate and employ appropriate food production and cooking methods for foodservice events.
12. Demonstrate management and leadership skills in the running of a restaurant.
13. Design and implement metrics to evaluate the execution of a foodservice event.
14. Design and execute an 'actual versus theoretical costing model' for a foodservice event.
15. Complete and evaluate a financial review of a foodservice event.
16. Explain and apply the concept of RevPASH to a foodservice event.

Summary of Course Content and Materials

Week	Class	Topics	Learning Outcome(s)
Week 1	January 9, 2020	<ul style="list-style-type: none"> • Introduction • Review Course Outline • Discuss Assignment • Pasta 	
Week 2	January 16, 2020	<ul style="list-style-type: none"> • Restaurant Marketing • Menu Planning • Purchasing • Sourcing and Sustainability 	1, 2, 3, 4, 7
Week 3	January 23, 2020	<ul style="list-style-type: none"> • Food & Wine Pairing • Establishing Performance Standards 	9, 10
Week 4	January 30, 2020	<ul style="list-style-type: none"> • Test Menu and gain faculty feedback 	1, 11
Week 5	February 6, 2020	<ul style="list-style-type: none"> • Victim Services dinner 	11
Week 6	February 13, 2020	<ul style="list-style-type: none"> • Work Design • Cost Control • Budgeting/Forecasting • Productivity Analysis 	5, 6, 7, 8, 9, 13, 14, 15, 16
Reading Week	February 20, 2020	<ul style="list-style-type: none"> • No class – reading week 	

Week 7	February 27, 2020	• Soft Opening	10, 11, 12
Week 8	March 5, 2020	• Event A	10, 11, 12
Week 9	March 12, 2020	• Event B	10, 11, 12
Week 10	March 19, 2020	• Event C	10, 11, 12
Week 11	March 26, 2020	• Event D	10, 11, 12
Week 12	April 2, 2020	• Presentation • Iron Chef	1 – 16

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	5%	Marketing Materials and Menu	LO 1, 2, 3, 4, 7	<i>Week 6</i>
Assessment 2:	10%	Budget, Requisition, and Service Timeline	LO 5, 6, 7, 8	<i>Week 7</i>
Assessment 3:	40%	Lab Participation	LO 9, 10, 11, 12	<i>Weeks 7 - 11</i>
Assessment 4:	35%	Final Paper	LO 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16	<i>Week 12</i>
Assessment 5:	10%	Paper Presentation	LO 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16	<i>Week 12</i>
Total	100%			

Assessment	Description
Assessment 1: Marketing Materials and Menu	Students are required to design a themed menu for a specified event. Using their chosen theme, students will develop a menu in consultation with Professor Day, and Marketing Materials that can be used to promote the event. Students will be required to test their recipes in Week 4, and faculty from HFTM will be invited to try samples of each menu to provide students feedback. This will provide students an opportunity to adjust their menus based on their collected feedback, in preparation for submitting their finalized menu and marketing plan and materials in Week 6.

<p>Assessment 2: Budget, Requisition, and Service Timeline</p>	<p>Focusing on their specific event, students will forecast patronage and, using their forecast, prepare an event budget, requisition, and planned timeline. The budget will take into consideration labour, food and beverage costs, and operating expenses. Along with their budget, students will have to submit a well thought out requisition outlining the volume of every ingredient they will require, along with the equipment and utensils they plan on utilizing. Their timeline should outline their plan for service times, with contingency plans included.</p>
<p>Assessment 3: Lab Participation</p>	<p>Students are required to attend and contribute significantly to every lab. Any missed labs will proportionately decrease not only the lab grade but the final paper and presentation grades as well.</p>
<p>Assessment 4: Final Paper</p>	<p>This final paper is to be considered a capstone piece of work drawing on the students learning from this class, and all classes taken in their program of study to date. The paper requires students to demonstrate their learning by presenting an event evaluation. This evaluation will require the inclusion of at least the following sections in their final report:</p> <ul style="list-style-type: none"> - Title Page - Executive Summary - Table of Contents - Consumer Profile (if possible) - Event Theme - Event Marketing Plan & Materials (revised based on feedback from Assessment 1) - Event Work Design and Service Standards - Event Budget, Requisition, and Service Timeline (revised based on feedback from Assessment 2) - Sustainability Focus (discussion of how the event sought to integrate the triple bottom line approach) - Evaluation of Event Service Success <ul style="list-style-type: none"> o Customer Feedback (comment cards) - Evaluation of Event Success through Metrics <ul style="list-style-type: none"> o Actual vs. Theoretical Costing o Cashflow o RevPASH - Overall Evaluation of Event Success <ul style="list-style-type: none"> o Group Reflection (consider the event, team, service standards, service timing, metrics, and any other factor you believe contributed to the events outcome) o Individual Reflection (can be submitted independently if so chosen) - Recommendations for Future Event(s)
<p>Assignment 5: Final Presentation</p>	<p>Students will present an overview of their event, a discussion of its success/failure, and recommendation for future, in a 15-minute presentation. The presentation will be graded on not only content but professionalism (dress and ability to communicate). For this</p>

	assignment, students should prepare and give their presentation as if they were reporting on the success of an event to a client and not just faculty.
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Teaching and Learning Practices

- Lectures** Students will be expected to attend class lectures, as well as complete assigned readings and assignments.
- Labs** Students will be expected to attend and contribute significantly to all labs. Missed labs will not only decrease the lab grade but will proportionately decrease their final paper and presentation grades as well.

Course Resources

Required Text:

There is no required textbook for this course. Given this, lecture materials (PowerPoint slides) and assigned readings will be posted on Courselink before each lecture. It is your responsibility to have printed a copy of the lecture slides before each class and to read all assigned readings. Material covered in class will go beyond the posted readings and power points and it is your responsibility to attend class to obtain the non-posted materials. The tests in this class will be based on both the posted and non-posted material.

This course covers a significant amount of material, resulting in each class being comprised of many slides. The rationale for the large PPT decks is so that you have the key concepts and ideas covered in every class in material that you can refer to for tests and future use. Given the number of slides for each class, it is advised that you review all the slides before class and make notes, so that you do not become overwhelmed with the pace at which material is covered during each lecture.

Course Policies

Communicating with Your Instructor

During the course, your instructor will interact with you on various course matters using the following ways of communication:

- **In-Class:** Your instructor will not only host lectures during class time but will also provide time for discussion and questions.
- **Announcements:** The instructor will use Announcements on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.

- **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructors a private message by email to both spday@uoguelph.ca and mholme07@uoguelph.ca. The instructor(s) will respond to your email within 48 business hours. ***When communicating by email, you MUST use your University of Guelph email address, and the subject line should read HTM 4110 – ‘Insert your name, First and Last’***
- **Office Hours:** Your professor will hold office hours every week, and you are free to just drop in.

Netiquette Expectations

For courses with online environments, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online. Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:

- Posting inflammatory messages about your instructor or fellow students;
- Using obscene or offensive language online;
- Copying or presenting someone else's work as your own;
- Adapting information from the Internet without using proper citations or references;
- Buying or selling term papers or assignments;
- Posting or selling course materials to course notes websites;
- Having someone else complete your quiz or completing a quiz for/with another student;
- Stating false claims about lost quiz answers or other assignment submissions;
- Threatening or harassing a student or instructor online;
- Discriminating against fellow students, instructors, and/or TAs;
- Using the course website to promote profit-driven products or services;
- Attempting to compromise the security or functionality of the learning management system; and
- Sharing your username and password.

Submission of Assignments

Assignments for this course should be submitted in hard copy on the day they are due.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommends that you save your assignments to a cloud-based file storage (e.g., Google Docs), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor.

Late Policy

No assignments will be accepted late in this class.

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed. These rules are not designed to be arbitrary, nor are they inflexible. They are designed to keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help to return marked materials to you in the shortest possible time.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Obtaining Grades and Feedback

Your instructor will have grades posted online within 2 weeks of the submission deadline, if the assignment was submitted on time. Once your assignments are marked you can view your grades on the course website by selecting Grades from the Tools dropdown menu on the navbar. Your course will remain open to you for seven days following the last day of the final exam period.

Final grades will be available at the end of the semester. Students can access their final grade by logging into WebAdvisor (using your U of G central ID).

<https://webadvisor.uoguelph.ca>

Rights and Responsibilities When Learning Online

The course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

For more information on your rights and responsibilities when learning in the online environment, visit Rights and Responsibilities.

<http://opened.uoguelph.ca/student-resources/rights-and-responsibilities>

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment.

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is Thursday, December 3, 2019. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	