UNIVERSITY OF FLORIDA

DEPARTMENT OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT

HFT 3806 Introduction to Food and Beverage Management TBD

INSTRUCTOR:	Dean Cacciatore Tel: (352) 745-0456 E-mail: dcacciatore@ufl.edu (Please put your last name and HFT 3806 FBM in the subject line of emails.)
COURSE TA:	TBD TBD or by appointment 3 Credits
OFFICE HOURS:	
CREDIT HOURS:	Online
LECTURES:	Management of Food and Beverage Operations, Sixth Edition Jack D. Ninemeier
REQUIRED TEXT:	ISBN 978-0-86612-477-5
COURSE WEBSITE:	Canvas
COURSE PRE-REQUISITES:	None

COMMUNICATION: For general questions that may be of interest and or help to other students, you may post to the course questions forum. For private questions, please send me an email to dcacciatore@ufl.edu.

COURSE PURPOSE: This introductory course is designed to provide students with the knowledge to manage food and beverage operations within tourism, hospitality, and event management settings.

COURSE OVERVIEW: This course is designed to provide students with a managerial examination of full-service food and beverage operations. It explores the broad range of subject areas that encompass the food and beverage market and its main sectors – quick service, casual and fine dining, beverage and bar, institutional and catering. The course also examines trends of the food and beverage industry, the management process, marketing, labor and product cost control, revenue and pricing strategies, production and service, purchasing and inventory, sanitation and safety, layout and design, and analysis.

COURSE OUTCOMES The major goal of this course is to familiarize students with the food and beverage industry. The course will focus on the organization and management functions of foodservice and beverage operations and will emphasize the application of class material to current industry trends. More specific the course's objectives include:

- Classify the food and beverage industry, its segments and major players.
- Recognize and evaluate current trends in the food and beverage industry.
- Describe the managerial challenges in operating food and beverage operations in the different tourism, hospitality, event, recreation and event segments.
- Evaluate food and beverage management roles and responsibilities as related to employee productivity and guest and employee satisfaction.
- Define the concept of guest service and describe strategies that affect customer satisfaction.
- Reviewing the various components of the food and beverage product, including foodservice, beverage services, catering, banquets, delivery services, merchandising, front of the house services and back of the house support services.
- Develop analytical, critical thinking and creative management skills relevant to food and beverage operations and management.
- Compute, analyze, and interpret key performance measures and make decisions and planning for foodservice, beverage or catering operations.
- Demonstrate application of theory and concepts as they relate to the various responsibilities of a food or beverage manager.

THIS COURSE RELATES TO THE STUDENT LEARNING OUTCOMES IN THE BACHELOR OF SCIENCE IN THE TOURISM, HOSPITALITY AND EVENT MANAGEMENT PROGRAM THROUGH THE:

- Use of accepted techniques of discovery and critical thinking to solve problems independently and to evaluate opinions and outcomes within and outside of the hospitality industry.
- Explanation and use of qualitative and quantitative analysis through formal and informal assessment strategies.
- Effective production, interpretation and analysis of written text, oral messages, statistics, reports and multimedia presentations used in hospitality management related readings.

COURSE METHODS, TOPICS AND REQUIREMENTS

INSTRUCTIONAL METHOD: This instruction of this course will be taught ONLINE using the UF Canvas Online Learning Platform and comprises multiple formats such as video lectures, class discussions, online interactive sessions, guest speakers, discussion boards, active learning exercises and field work time.

- Students are responsible for all reading assignments, handouts, lecture materials and take class quizzes and exams as outlined in the course schedule.
- All students are expected to participate in online class discussions, assignments and exams.
- Assignments must be typed and should follow the American Psychological Association format. Please see hcp://www.apastyle.org/
- Students are required to read all assigned materials and be prepared to discuss related content and project work.
- Students are expected to demonstrate respect to peers, guest lecturers, and the instructor during all class activities.
- Students are responsible for regular (daily preferred) visits to the Canvas class web site for class schedules and assignments.
- All assignments should be submitted via Canvas unless otherwise noted.

Please be aware that while this course is hosted completely online and use of the online learning platform can sometimes present significant challenges, particularly to students who are not 'self-starters' or those who possess good time management skills.

- Unlike traditional classroom readings in which each student gets the same class at a set time and day, the online reading is available to you 24 hours a day and gives students the opportunity to tailor some of the classwork to their schedule.
- Please note, however, this course is not self-paced. There are select times during which units and course materials will be available to you. You may view module supplemental lectures and materials at any time during the dates in which the unit is open.
- However, quizzes and exams will only be made available to you on the listed date(s) and time(s). Given the blended nature of this course, you should regularly check your UF email and course canvas site for class updates and announcements.

COURSE TOPICS: This course will cover the following modules and topics:

Module 1: The Food Service Industry

Module 2: Organization of Food and Beverage Operations

Module 3: Fundamentals of Management

Module 4: Food and Beverage Marketing

Module 5: Nutrition for Food Service Operations

Module 6: The Menu

Module 7: Managing Food Costs and Menu Pricing Strategies

Module 8 Preparing for Production

Module 9: Production

Module 10: Food and Beverage Service

Module 11 Sanitation and Safety

Module 12: Facility Design, Layout, and Equipment Module

Module 13: Financial Management

SYLLABUS, TEXTBOOK, CANVAS: Once you have reviewed the syllabus and viewed the course overview video, be sure to follow the schedule and review the module tabs posted on canvas. You should also read the textbook and read or watch related articles, chapters, videos and online resources thoroughly throughout the course.

COURSE TECHNOLOGY: Please note we will utilize technology in this class.

- Therefore, it is very important to know that you cannot rely on technology every time.
- To prevent any problems, always do your assignments and take quizzes well before they are due.
- If you leave it to the last minute, problems may arise such as lack of internet connection, website not working, etc.
- In addition, the instructor will use the announcement feature or email function in Canvas regularly to communicate with you outside of class. Hence, it is critical to check your UF Canvas Announcements and Email Account daily.
- This course also uses the Microsoft Office suite of software including Excel, Word, and PowerPoint.

TECHNICAL DIFFICULTIES AND UF HELP DESK: Online access is your responsibility. If you experience trouble accessing the course or your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk.

- Help Desk advisors are usually available 24 hours per day 7 days per week and can be reached via message, email or phone. You must have your UF ID number handy when calling so they can assist you.
- Please email me immediately if you have any questions or trouble with the technology or content of the course. I will accept to respond to your emails within 24 business hours of receipt. Please remember to include the course prefix and number in your emails and all correspondence must be presented in a professional manner.

WORKING WITH TECHNOLOGY: Please note that in this class, we will utilize technology.

- Therefore, it is very important for you to know that you cannot rely on technology every time. To prevent any problems, always do your assignments well before they are due. If you leave it to the last minute, problems will arise such as internet connection not working, website not working, etc.
- In addition, the instructor will use the announcement feature or email function to regularly communicate with you outside of class. Therefore, it is critical for you to check your UF Canvas Announcements and Email Account daily!

COURSE REQUIREMENTS: Students must successfully complete all major components as described in the course syllabus/schedule (e.g., readings, cases, assignments, quizzes, exams, project, papers, etc.) in order to pass the course. For the purpose of student recognition and class communications, students are asked to submit a video introduction to canvas.

QUIZZES: There are twelve (12) quizzes associated with the textbook readings, articles, videos and related materials. Each quiz is worth 100 points for a total of 1200 points or 46% of the final grade.

FOOD AND BEVERAGE APPLICATION ASSIGNMENTS: There is 1 assignments associated with course content and readings. The assignment is worth 100 points for a total of 200 points or 7% of the final grade.

DISCUSSION BOARD PARTICIPATION ASSIGNMENTS: There are 2 discussion board assignments associated with current trends and issues with the food and beverage industry. Each discussion is worth 100 points for a total of 200 points or 7% of the final grade.

EXAMS: This course has 1 final exams. The test consists of multiple choice problems. The exam is worth a total of 500 points or 19% of the final grade.

FOOD AND BEVERAGE CONCEPT PROJECT: Each student will research, create and deliver a restaurant concept that would serve the tourism, hospitality, and event management sector. The project would include the proposed concept name, location, theme, kitchen design, menu, service style, control and marketing. The concept report is worth a total of 500 points or 19% of the final grade.

METHODS OF EVALUATION: The grade in this course will be computed as follows:

Assignment	Point Value	% of Grade
Quizzes (12 @ 100 points each)	1200 points	46%
Application Assignment (1 @ 200 points)	200 points	07%
Discussion Board Participation Assignments (2 @ 100 points each)	200 points	07%
Final Exam	500 points	19%
F&B Concept Project Report (1 @ 100 points)	500 points	19%
Total	2600 points	100%

FEEDBACK: Generally, students will receive feedback within 5 business days.

GRADING SCALE AND POLICY: Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows: For more information please refer to the link to the undergraduate catalog web page https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

A = 93-100	**C+ = 77-79.99**	**D+ = 67-69.99**
A- = 90-92.99	**C = 74-76.99**	**D = 64-66.99**
B+ = 87-89.99	**C- = 70-73.99**	**D- = 60-63.99**
B = 84-86.99		**F = 0-59.99**
B = 80-83.99		

COURSE POLICIES AND RESOURCES

EMAIL ETIQUETTE: You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.

- Please include your last name and the course number (LEI 4905) in the subject line of all emails.
- Please use a proper greeting in your email.
- Please do not expect an immediate response via email (typical response time will be within two business days, but I usually respond sooner).
- If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.

QUIZ/EXAM POLICY AND HONORLOCK: This course includes one exam which is administered online and available for a specified period. Inquiries about quiz or examination questions answer initial grading will be handled either by discussion or by individual case. All students must install the Honor lock Google Chrome extension. You do not need an appointment.

Honor Code Policy

- All students are expected to uphold the Honor Code: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*"

- "The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."
- The following pledge will be either required or implied on all work: "On my honor, I have neither given nor received unauthorized aid in doing this assignment"
- It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

University Policy on Academic Misconduct

- Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

University Policy on Accommodating Students with Disabilities

- Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Netiquette: Communication Courtesy

- All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

UF Writing Studio

- The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule and appointment visit: http://writing.ufl.edu/writing-studio/

Counseling and Wellness Center

- Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

U Matter, We Care

- The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

UF Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu.Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.