

HMGT 3250 – Restaurant Operations I
Course Outline / Syllabus – Spring 2021

Club Dining Room Instructor:

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As our face to face class meetings have been cancelled for the Spring semester due to the pandemic, we will implement a virtual lab learning process.

- The weekly lessons will be focused on restaurant management topics and will require your attendance once a week on your scheduled lab day.
- The weekly lab lecture will be open daily (Mon. – Thurs.) starting at 8:00 AM on Zoom.
- Students are to attend the remote lab lecture on their scheduled lab day.
- The lab lectures will not last more than 1 hour.

Food Service Sanitation Manager Certificate

All students enrolled in HMGT 3250 will be required to have a Food Manager or Food Handler certificate earned from an accredited provider such as ServeSafe. This is a requirement for passing the course

Career Connect / E-Portfolio Course

HMGT 3250 is a career connect / E-Portfolio Course. More on this week 1.

Course Overview

HMGT 3250 – Restaurant Operations I, (3 credit hours) is a laboratory-based course designed to familiarize students with dining room service systems encompassing American and other styles of service. Students apply organizational and management skills in the actual operation of a restaurant facility. In addition to an online lecture, students must participate in a laboratory session on Monday, Tuesday, Wednesday, or Thursday.

Course Prerequisites

The following courses are prerequisites for HMGT 3250:

- HMGT 1420 – Food Sanitation (may be taken concurrently with 3250)
- HMGT 2860 – Management Foundations (may be taken concurrently with 3250)

Class Meetings

- Online Lecture: There is an online quiz due every Sunday over the on-line course content. There are 10 quizzes. All quizzes are due Sunday at 11:59 pm.
- Remote Labs: M, T, W, or Tr, 8:00 am – 1:50 pm Remote delivery on ZOOM (1 hour or less)

There is no Required Textbook for Course

For this class, we will be using a Knowledge Matters Simulation. We will be sending you a link to enroll in this simulation which will cost you \$69.95. I'll explain further next week.

Outcomes (SLOs)

For this course we will focus on:

- Critical Thinking (analytical) and measure success with your semester end journal assignment
- Communication (professional) and measure success with your short paper on non-verbal communication

Course Specific Learning Objectives

- Learn and demonstrate management skills required to direct the front of house
- Discuss specific customer service skills such as serving, cleaning, service recovery, smiling, and operations
- Learn and demonstrate appropriate image and behavioral standards for leadership in the hospitality industry
- Learn and demonstrate the importance of punctuality
- Explore the different management roles present in a restaurant environment
- Develop and demonstrate good communication, teamwork, and leadership skills throughout the semester
- Demonstrate full knowledge of restaurant marketing strategies
- Identify and assess leadership qualities in self and others, as well as analyze the strengths and weaknesses of their own character
- Develop and demonstrate crisis management skills related to the restaurant industry
- Identify and use proper safety and sanitation procedures when handling food
- Demonstrate the ability to deal with diversity in cultural and ethnic background, language, and personalities while working effectively as a team

Course Requirements / Student Responsibilities:

- Responsible for all materials presented in the online lecture and remote labs including guest speakers, reading assignments, and information about the course on Canvas
- Responsible for completing all exams, quizzes, and assignments as scheduled and for any and all changes that may arise.
- If you miss a remote lab, you are responsible for making it up on another day. Please feel free to contact the instructor if you have any questions or need any assistance.

Course Due Dates and Schedule

	Date	Online Content	Online Assignments/Assessments	Knowledge Matters Topics
1	1/11-1/14	Syllabus/Welcome Introduce Project		
2	1/18-1/21	Module 1 Introduction	• Module 1 Quiz Due Sunday, 1/24 by 11:59 PM	<i>Restaurant Market Research</i> Work Due 1/31
3	1/25-1/28	Module 2 Understanding Customer	• Module 2 Quiz Due Sunday, 1/31 by 11:59 PM	<i>Location Selection</i> Work Due 2/7
4	2/1-2/4	Module 3 Develop Marketing Plan	• Module 3 Quiz Due Sunday, 2/7 by 11:59 PM	Financial Statements Work Due 2/14
5	2/8-2/11	Module 4 Promotions	• Module 4 Quiz Due Sunday, 2/14 by 11:59 PM	Menu Design Work Due 2/21
6	2/15-2/18	Module 5 High Quality Service	• Module 5 Quiz Due Sunday, 2/21 by 11:59 PM	Pricing Work Due 2/28
7	2/22-2/25	Module 6 Physical Facility	• Module 6 Quiz Due Sunday, 2/28 by 11:59 PM	Purchasing Work Due 3/7
8	3/1-3/4	Module 7 Employee Selection	• Module 7 Quiz Due Sunday, 3/7 by 11:59 PM	Restaurant Layout Work Due 3/14
9	3/8-3/11	Module 8 Training/ Development	• Module 8 Quiz Due Sunday, 3/14 by 11:59 PM	Staffing Work Due 3/21
10	3/15-3/18	Module 9 Motivation	• Module 9 Quiz Due Sunday, 3/21 by 11:59 PM	Advertising Work Due 3/28
11	3/22-3/25	Module 10 Restaurant Managers	• Module 10 Quiz Due Sunday, 3/28 by 11:59 PM	Digital Marketing Work Due 4/4
12	3/29-4/1			Menu Engineering Work Due 4/11
13	4/5-4/8			
14	4/12-4/15		Submission of communication paper by Sunday, 4/25 by 11:59 PM	
15	4/19-4/22		Submission of Journal	

			Assignment by Sunday, 4/25 by 11:59 PM	
16	4/26-4/29	Final Exam (online)	Final Exam Due Wednesday 4/28	Online Exam

Online Quizzes (10 quizzes at 10 points each)	100 points
Food Handler Certification (must complete to pass course as it is a pre-requisite for HMGT 4250)	100 points
Journal Assignment (E-Portfolio)	100 points
Communication Assignment (E-portfolio)	100 points
Final Exam	100 points
Knowledge Matters (11 modules at 100 points each module)	1100 points
Join the E-Portfolio Community	100 points
Assignment Total	1700 Points
Daily Remote Lab Participation (Weeks 1-14 = 14 times at 50 points each lab)	700 points
Lab Total	700 points
Total Class Points: 2,400	

Grading Scale

A = $\geq 90\%$

B = 80% - 89%

C = 70% - 79%

D = 60% – 69%

F = < 60%

Must Retake if less than C

Policy on Attendance:

- The policy outlined takes effect the first week of the semester and applies to the entire semester.
- Students are expected to attend all remote labs. Attendance will be taken, and absences will affect the final grade in this course.

Policy on Written Work, Exams, Quizzes and Assignments

- All written assignments must be neatly typed in a standard 12-point font
- Assignments are due at the beginning of the class period on the specified due date unless otherwise stated
- Exams and quizzes are based on information presented in lectures and laboratories, guest speaker presentations and assignments.
- All exams, quizzes and assignments must be taken and completed when scheduled or announced.

Revisions

- The instructors reserve the right to revise this syllabus, class schedule, and list of course requirements when such revisions will benefit the achievement of course goals and objectives. Any major revisions will be distributed during the lecture and/or lab period.
- Requirements may be amended during the semester, which could affect the total number of possible points and/or their distribution. Final grade points would then change accordingly.

Assignment Guidelines

Journal Assignment (E-portfolio assignment)

HMGT 3250 – Restaurant Operations I – Journal

This is a semester long project. This journal is a diary of sorts and will serve as a reflection of what you learned in each of the eleven knowledge matters lessons. It will have a total of 11 entries, one for each lesson. Be sure indicate each lesson. Each entry needs to be at least one good paragraph in length, but preferably more. For each lesson, briefly summarized what was presented in the lesson. It is highly recommended that you NOT wait until the end of the semester to begin this project. If you do it directly after each you complete each lesson it should only take you a few minutes to complete each entry. At the end of the semester, during week 15, you will submit an online copy of your journal to Canvas. The journal needs to be typed, in a standard twelve-point font. Each entry needs to be dated.

<i>Restaurant Market Research</i>
<i>Location Selection</i>
Financial Statements
Pricing
Purchasing
Restaurant Layout
Purchasing
Staffing
Advertising
Digital Marketing
Menu Engineering

Journal Rubric	
Completed Journal Detailed/Thorough Proper Grammar	90 Points 5 Points 5 Points <i>(100 total)</i>
Total Points	100

Non-Verbal Communication (E-portfolio assignment)

HMGT 3250 – Restaurant Operations I – Communication

As we will be meeting remotely and not serving customers this semester, you will have an assignment on communication, one of the career connect marketability skills. The communication assignment will be focused on non-verbal communication. In hospitality how we communicate non-verbally is just as important as our verbal communication. We will cover this topic in one of our remote lectures. The actual assignment will require you to prepare a short paper on various forms of personal physiological attributes that affect effective communication. These attributes will include voice inflection, eye contact, posture, handshake (or elbow tap), hygiene, and off course a smile. The conclusion of this paper will include a self-assessment of individual non-verbal communication skills by each student. At the end of the semester, during week 15, you will submit an online copy of your paper to Canvas.