

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

TOUR 310 – 001 – Food and Beverage Management  
Fall 2014

DAY/TIME:	Mon. 7:20 - 10:00 pm	LOCATION:	Innovation Hall 215G
PROFESSOR:	Shaun P. Smithson	EMAIL ADDRESS:	<a href="mailto:ssmithso@gmu.edu">ssmithso@gmu.edu</a>
OFFICE LOCATION:	TBD	PHONE NUMBER:	202.617.5916
OFFICE HOURS:	M – 7:00 – 7:20 pm M – 10:00 – 10:30 pm	FAX NUMBER:	301.986.6066

PREREQUISITES: TOUR 230

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**COURSE DESCRIPTION:**

- Explore the principles of foodservice management, with attention given to the production and selling of food and beverage products.
- Categorize various types of food, wine, beer and spirits and identifies origins, availability and trends.
- Review the foodservice system, including buying, pricing, menu planning, production, storage, service, controls and quality assurance.

**COURSE OBJECTIVES:**

At the completion of this course, students should be able to:

- 1) Categorize and identify origins of food, wine, beer and spirits;
- 2) Demonstrate an understanding of food and beverage trends;
- 3) Articulate purchasing and receiving concepts;
- 4) Calculate food and beverage costs and controls;
- 5) Monitor foodservice operations;
- 6) Prepare and analyze menus; and
- 7) Develop performance standards

**NATURE OF COURSE DELIVERY:**

Classroom/Video

**REQUIRED READINGS:**

**Dopson, L. & Hayes, D. (2010). *Food and Beverage Cost Control*, 5th Edition, NJ: Wiley.**

## STUDENT RESPONSIBILITIES:

- a. Students are responsible for attending classes, taking notes, and obtaining other materials provided by the instructor, taking tests, and completing assignments as scheduled by the instructor.
- b. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.
- c. Students are responsible for monitoring their grades.
- d. Students must contact the instructor as soon as possible if they anticipate missing multiple classes due to events such as chronic illnesses, travel related to team sports, or other university activities. The instructor will determine the minimal attendance and participation required in order to meet course responsibilities.
- e. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class).

## EXAM POLICY:

The only acceptable reasons for missing an exam are:

- a. Severe illness or accident – This must be verified by the University Health Center or the attending physician.
- b. Severe illness or death in the immediate family that requires the student to be at home at the time of exam. A written statement from the attending physician is required.

***The course instructor must be notified of the reason for missing an exam at least seven days prior to the start of the exam. Make-up exams are essay and given at the discretion of the instructor.***

## COURSE CONDUCT:

Class will be a combination of instructor lectures, interactive class discussions, multi-media reviews/postings and in-class activities. You will be required to complete assigned readings and viewings prior to class sessions during which those assignments are examined. ***Assignments are due in class at the beginning of class of the specified due date, unless they are submitted to my email ([ssmithson@gmu.edu](mailto:ssmithson@gmu.edu)) or the drop-boxes on Blackboard (when applicable).***

## CLASS ATTENDANCE AND PARTICIPATION:

Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule.

Participation in class discussion is very important. Please prepare for class by reading the assigned material as well as the cases, postings and viewings. Also, many of you are working in service firms. Please share your experiences with the class. Your grade for class participation will be based on my judgment of the consistency with which you *participate constructively* and *show leadership* in class discussion and activity. Please note that class discussion includes interacting with your classmates. When I am leading case discussions, I may “cold call.” Please be prepared for this. Keep in mind that if you aren't in class, you aren't participating – so while no attendance grade is given, participation grades will be given.

## LATE WORK:

On average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping,

etc.). No matter what the reason, the bottom line is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required. Assignments are due in class at the beginning of class on the specified due date and, if submitted after that time will be counted as late. The assignment will be reduced by 1 letter grades for each week it is late and no assignments will be accepted more than 2 weeks late and a zero will be recorded for the assignment at that point.

**EVALUATION:**

<b>Activity</b>	<b>Times</b>	<b>Percentage</b>
Participation	14	5%
Blackboard Posting*	14	10%
Chapter Questions**	7	15%
In-Class Quizzes***	4	15%
Semester Projects****	2	30%
Exam	1	25%

\* Weekly Blackboard Postings will be required and may require additional program viewings and readings throughout the course.

\*\* You are to complete the specific chapter questions assigned by the instructor 7 times throughout the semester.

\*\*\* The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class (if given at the beginning of class) and your understanding of class (if given at the end of class). The quizzes will be graded and the worst score will be dropped (will not be used in calculating your final quiz grade). There will be no makeup quizzes.

\*\*\*\* The instructor will give more details and guideline for the semester projects at the beginning of the semester.

**GRADING SCALE:**

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE:

Week	Topic	Readings
1 (Aug 25)	Introduction / Managing Revenue and Expense	1
2 (Sept. 1)	Labor Day – No Class	
3 (Sept. 8)	Determining Sales Forecasts	2
4 (Sept. 15)	Managing the Cost of Food 1	3
5 (Sept. 22)	Managing the Cost of Food 2 ( <b>VIDEO CLASS/WebEx – GMU TV</b> )	3
6 (Sept. 29)	Managing the Cost of Beverages Mid-term Project Review	4
7 (Oct. 6)	Managing the Food and Beverage Production Process 1	5
8 (Oct. 14)	<b>Team Mid-term Project Presentations</b>	
9 (Oct. 20)	Managing the Food and Beverage Production Process 2	5
10 (Oct. 27)	Managing Food and Beverage Pricing	6
11 (Nov. 3)	Managing the Cost of Labor	7
12 (Nov. 10)	Controlling Other Expenses ( <b>VIDEO CLASS/WebEx – GMU TV</b> )	8
13 (Nov. 17)	Analyzing Results Using the Income Statement	9
14 (Nov. 24)	Planning for Profit ( <b>VIDEO CLASS/WebEx – GMU TV</b> )	10
15 (Dec. 1)	Maintaining and Improving the Revenue Control System Final Exam Review <b>Final Team Projects Due</b>	11
16 (TBD)	<b>Final Exam during Exam Period</b>	

*Note: Faculty reserves the right to alter the schedule as necessary.*

## 1. GMU Policies and Resources for students

- a. Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- b. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- c. Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- d. The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- e. Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].

## 2. Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

## 3. Core Values Commitment

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

