

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 310 – 001 (CRN 72469)

Food and Beverage Management
3 Credit Hours - Fall 2016

DAY/TIME:	Mon. 7:20 - 10:00 pm	LOCATION:	Planetary Hall, 206 – Fairfax Campus
PROFESSOR:	Shaun P. Smithson	EMAIL ADDRESS:	ssmithso@gmu.edu
OFFICE LOCATION:	TBD	PHONE NUMBER:	202.617.5916
OFFICE HOURS:	M – 7:00 – 7:20 pm M – 10:00 – 10:30 pm		

PREREQUISITES: TOUR 230

COURSE DESCRIPTION:

- Explores the principles of foodservice management regarding production and selling of food and beverage products
- Categorizes various types of food, wine, beer and spirits
- Reviews foodservice buying, pricing, menu planning, production, storage, service, controls and quality assurance

COURSE OVERVIEW: N/A

NATURE OF COURSE DELIVERY:

Classroom/Video/Interactive Discussion Board

LEARNER OUTCOMES:

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

PROFESSIONAL STANDARDS: N/A

REQUIRED READINGS:

Dopson, L. & Hayes, D. (2015). *Food and Beverage Cost Control*, 6th Edition, NJ: Wiley.

COURSE PERFORMANCE AND EVALUATION:

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) or the drop-boxes on Blackboard (when applicable).***

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.

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, as 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.

PROFESSIONAL DISPOSITIONS

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

EVALUATION:

Activity	Times	Percentage
Participation	14	5%
Blackboard Posting*	14	10%
Chapter Questions**	5	15%
In-Class Quizzes***	3	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	

Core Values Commitment

The College of Education and 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/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).

- Students are responsible for the content of university communications sent to their Mason 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.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- 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/>).
- 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/>).
- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

TENTATIVE COURSE SCHEDULE:

Week	Topic	Readings
1 (Aug 29)	Introduction / Managing Revenue and Expense (VIDEO LECTURE)	1
2 (Sept. 5)	Labor Day – No Class	
3 (Sept. 12)	Creating Sales Forecasts	2
4 (Sept. 19)	Purchasing and Receiving	3
5 (Sept. 26)	Managing Inventory and Production	4
6 (Oct. 3)	Managing Food and Beverage Costs Mid-term Project Review	5
7 (Oct. 11)	Managing Food and Beverage Pricing	6
8 (Oct. 17)	Team Mid-term Project Presentations	
9 (Oct. 24)	Managing Cost of Labor	7
10 (Oct. 31)	Controlling Other Expenses	8
11 (Nov. 7)	Analyzing Results Using the Income Statement	9
12 (Nov. 14)	Planning for Profit	10
13 (Nov. 21)	Maintaining and Improving the Revenue Control System	11
14 (Nov. 28)	Pulling it all Together/Final Review	
15 (Dec. 5)	Final Team Projects Due	
16 (TBD)	Final Exam during Exam Period	

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

