

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

TOUR 310 – Food and Beverage Management
3 Credits, Fall 2022
1017 Thompson Hall

Faculty

Name: Dr. Naehyun (Paul) Jin

Office Hours: M&W 11:45 – 12:45 p.m. or by appointment by appointment

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Prerequisites: Tour 230

University Catalog Description:

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

Course Overview

This course will focus on the building blocks of how to manage a profitable food and beverage operation. Every decision you make in operations is a financial one. We will cover topics related to how to be profitable and plan in advance using effective strategies for; forecasting sales, expenses, costing of recipes and labor.

Course Delivery Method

Lecture Format – 100% Face-to-Face. There may be sparse use of Blackboard from time to time.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

- 1) Categorize and identify origins of food, wine, beer and spirits;
- 2) Demonstrate and understanding of food beverage trends;
- 3) Articulate purchasing and receiving concepts;
- 4) Calculate food and beverage costs and controls; and
- 5) Monitor foodservice operations.

Required Texts

Dopson, L., & Hayes, D. (2019). *Food and Beverage Cost Control (7th Ed.)*, NJ: Wiley.

Besides the text, I will be using some supplemental readings throughout the semester. The supplemental readings will help you focus on the latest information in this constantly evolving field.

Course Performance and Evaluation

Course will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings and homework prior to class sessions during which those assignments are examined. Assignments are due on BB at the beginning of class of the specified due date.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard).

Activity	Point	Percentage
Attendance- Discussion	40	8 %
Five Quizzes	50	10 %
Exams	100	20%
Final Exam	100	20%
Final Project (Income Statement)	100	20%
Industry News	50	10%
Assignments (10 points each)	60	12%
Total	500	100%

Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable.

Assignment Description and Grading Rubrics:

Attendance-Discussion (8%):

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. Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence. Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases. To receive full points each week for the discussion on the blackboard, provide your answer to discussion questions from presenters and reply at least either two comments or questions to other posts each week (at least total three posts for each week).

Quizzes:

The purpose of the quizzes is to check your understanding of class. There will be NO makeup quizzes.

Exams (20%):

Multiple Choice Exams are 20 % of the grade. They will cover only text-book material *on the chapters. These tests will be timed and must be completed in one sitting.* Missing a test leads to “ZERO” point for this MCT and will **NOT** be compensated with another chance to receive a

grade unless it is due to a personal illness or family emergency that must be documented by a physician's note.

Final exam (20%):

Final exam is a multiple choice and T/F test and it covers all chapters in the syllabus. Questions on the final exam include the questions from mini exams as well as new questions.

Industry News Presentation (10%)

- A presenter will introduce a current event or interesting news related to the chapter of the day in tourism & event industry.
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.
- Then the presenter will lead a discussion based on the question in the selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 5-10 minutes!

Assignments (12%):

6 assignments (10 point each): check the course schedule for assignments

Final – Income Statement Analysis (20%):

Detailed grading rule of this research project can be found in the “course content” folder. Each presenter will submit income statement summary and make a 10- minute presentation describing his/her income statement analysis.

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	

Professional Dispositions

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

Class Schedule

WEEK	DATE	TOPIC	READING
1	Aug. 22	Introduction – Syllabus Review	
	Aug. 24	Managing Revenue and Expense	Chapter 1
2	Aug. 29	Creating Sales Forecasts	Chapter 2
	Aug. 31	Creating Sales Forecasts	Chapter 2
3	Sep. 5	No class - Labor Day	
	Sep. 7	Purchasing and Receiving	Chapter 3
4	Sep. 12	Review Exam 1	
	Sep. 14	Exam 1	
5	Sep. 19	Managing Inventory and Production	Chapter 4
	Sep. 21	Managing Inventory and Production	Chapter 4
6	Sep. 26	Monitoring Food and Beverage Product Costs	Chapter 5
	Sep. 28	Monitoring Food and Beverage Product Costs	Chapter 5
7	Oct. 3	Managing Food and Beverage Pricing	Chapter 6
	Oct. 5	Managing Food and Beverage Pricing	Chapter 6
8	Oct. 10	Review Exam 2	
	Oct. 12	Exam 2	
9	Oct. 17	Managing the Cost of Labor	Chapter 7
	Oct. 19	Managing the Cost of Labor	Chapter 7
10	Oct. 24	Controlling Other Expenses	Chapter 8
	Oct. 26	Controlling Other Expenses	Chapter 8
11	Oct. 31	Analyzing Results Using the Income Statement	Chapter 9
	Nov. 2	Analyzing Results Using the Income Statement	Chapter 9
12	Nov. 7	Review Exam 3	
	Nov. 9	Exam 3	
13	Nov. 14	Planning for Profit	Chapter 10
	Nov. 16	Planning for Profit	Chapter 10
14	Nov. 21	Special Topic	
	Nov. 23	No Class (Thanksgiving Recess)	
15	Nov. 28	Income Statement Presentation 1	
	Nov. 30	Income Statement Presentation 2	
16	Dec. 12	Final Exam – Exam Time: 10:30 am – 1:15pm (Monday)	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.*
- *The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress*

management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

