

COURSE OUTLINE

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DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Cost Controls
COURSE NUMBER:	HMG 401
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor.
COURSE DESCRIPTION:	This course is designed to provide the basics of cost control management in the food and beverage industry for the purpose of better preparing students for the food and beverage facet of the Hospitality Industry.

STUDENT LEARNING OUTCOMES:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.
3. Critical Thinking and Problem Solving - This course requires students to critically analyze cost control functions and human resource management of the food and beverage industry.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and

from peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.

5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.
6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks. Students in this course will utilize technology to view lectures, take tests, and submit assignments via Blackboard.

PROGRAM OUTCOMES ADDRESSED:

1. Read and analyze financial statements and budgets
2. Demonstrate specific hospitality industry accounting skills
3. Describe a business philosophy
4. Utilize computer technology
5. Describe the building of a brand positioning statement
6. Demonstrate expertise in hospitality sales and marketing
8. Manage and implement daily operations of a hospitality enterprise
9. Demonstrate a competency in understanding and executing human resource policy and practices consistent with organization objectives and third party regulatory entities.
10. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
11. Apply basic principals of management and leadership and also recognize diversity of cultural influences and values

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able to:

1. Understand the tactical importance of food, beverage and labor cost controls.
2. Understand the role of budget standards in planning and control and apply cost-volume-profit analysis to food and beverage operations.
3. Identify and explain methods for estimating allowable food and beverage costs based on forecasted sales levels.
4. Recognize the importance of the menu as both a control tool and marketing tool.
5. Contrast subjective and objective menu pricing methods and incorporate profit requirements in menu prices.
6. Compute key figures pertaining to cost control such as food and beverage cost, as well as break-even analysis.
7. Apply principles and procedures important in controlling the purchasing and receiving processes and recognize the need to incorporate quality requirements in purchasing and receiving activities.
8. Forecast production needs based on sales history records and time series analysis.
9. Describe the role of analysis, corrective action, and evaluation in the control process.
10. Identify factors that affect work performance and examine the labor control process from the manager's perspective.
11. Recognize how analysis, corrective action, and evaluation are used in the labor control process to reconcile staffing and budgeting concerns.
12. Be able to run a menu analysis on a restaurant and engineer the menu sufficiently to increase overall gross profit.
13. Discover that the material you are learning is fun and a deciding factor of whether or not you receive a bonus!!!