

COURSE OUTLINE

Thomas Mayburry

4/4/2008

DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Service Operations Management
COURSE NUMBER:	HMG 412
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 survey class is designed to teach students to design and manage service systems in hospitality operations; control of customer interaction, personnel activities and inventory.

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 and evaluate service systems within the hospitality 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 assigned 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:

3. Describe a business philosophy.
4. Utilize computer technology.
5. Describe the building of a brand positioning statement.
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 principles 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. Explain how “moments of truth” affect guests, staff members, and managers, and describe the value of guests and staff members to a food service operation.
2. Summarize typical restaurant server and busperson duties.
3. Identify legal restrictions and liability issues affecting the service of alcoholic beverages.
4. Explain how to know when guests are intoxicated, and outline the steps to take when stopping alcohol service to them.
5. Describe the importance of the menu to food service operations and explain how it is planned and designed.
6. Identify procedures and issues involved with purchasing, receiving, storing, issuing, and controlling food service operation supplies and equipment.
7. Summarize design, décor, and cleaning issues for food service operations.
8. Describe the critical role of food sanitation in food and beverage operations, explain the Hazard Analysis Critical Control Points (HACCP) concept of food safety, and discuss the role of staff members in ensuring food safety.
9. Explain the factors and issues involved in designing, decorating, and cleaning a food service facility.
10. Explain how food and beverage managers develop labor standards, forecast food and beverage sales, prepare work schedules, and analyze labor costs.
11. Discuss revenue collection and control systems.
12. Describe casual/theme restaurants and list examples of ways they give value to guests.
13. Explain how banquets and catered events are booked and planned, and describe how managers and staff members provide service for these events.
14. Discuss room service issues and summarize procedures for delivering room service.
15. Describe on-site food service operations in the business and industry, health care, and college and university markets.