



# FAIRLEIGH DICKINSON UNIVERSITY

## Vancouver Campus

**Vision Statement** – The International, School of Hospitality, Sports, and Tourism Management will consistently deliver a unique academic experience to our students who will make a positive impact on industry and society.

**Mission Statement** – The mission of the International School of Hospitality, Sports, and Tourism Management is to deliver exceptional quality in curricula, and to produce world-class graduates who possess integrity and wisdom in preparation for leadership careers among culturally and commercially diverse organizations in the international hospitality and tourism industry.

**First Nations Acknowledgement** – FDU-Vancouver acknowledges that we are located in the traditional and unceded territory of the Coast Salish Peoples, the traditional territories of the Squamish, Musqueam, and Tsleil-Waututh First Nations.

<b>Course Title:</b>	Food and Beverage Management	<b>Semester/Year:</b>	Fall 2023
<b>Course Catalog Number:</b>	HRTM 3203	<b>Instructor:</b>	Dr. Michael Lever
<b>Location:</b>	Campus: Vancouver - Cambie Classroom: 261	<b>Meeting Time:</b>	3:00pm-5:50pm
<b>Contact Information:</b>	Email: <a href="mailto:m.lever@fdu.edu">m.lever@fdu.edu</a> Phone: 604-648-4409 Office: Room 253 Office Hours: Tues & Wed 1:00-2:30 pm	<b>Meeting Dates:</b>	Every Tuesday between 5-Sept-2023 and 16-Dec-2023 (unless otherwise posted)
<b>Course Description:</b>	This course is designed to provide students with a broad range of food and beverage concepts essential to hospitality managers. Emphasis is given to the planning and operations of a Restaurant or Foodservice Operation through a Restaurant Simulation program. Areas such as market research, financial management, menu design and engineering, pricing, purchasing, and staffing will be reviewed.		
<b>Required Materials:</b>	<p><b>Knowledge Matters Virtual Business Case Simulations.</b> The cost for all simulations is \$69.95 (USD) and will be payable once you open any of the simulation links from WebCampus.</p> <p>You have access to these Restaurant Simulations through WebCampus. Please go to our course, scroll down the menu on the left-hand side, and choose “Knowledge Matters Simulations”. These simulations will be done as weekly homework assignments. Begin by reviewing the tutorial. Please refer to the course schedule at the end of this syllabus. Additional parameters will be discussed at our first meeting.</p> <p>If technical assistance is required, you may access the site or email support at the addresses below.</p> <p>The first stop for support should be our online, searchable knowledge base. If that doesn’t answer your question, you can reach us via phone or email.</p> <p>Monday – Friday: 8:00 a.m. – 11 p.m. (EST) phone and email Weekends: 11:30 a.m. – 8:00 p.m. (EST) email support only</p> <p>Phone: 877-965-3276</p>		

	Support link: <a href="https://knowledgematters.com/support/">https://knowledgematters.com/support/</a> Support email: <a href="mailto:support@knowledgematters.com">support@knowledgematters.com</a>  Please ensure you include the university name and course code in your correspondence.																																						
Optional Materials:	Ninemeier, J. & Hayes, D.K. (2022). Management of Food and Beverage Operations, Seventh Edition, Pearson. ISBN: 978-0-86612-710-3																																						
Learning Outcomes:	Upon course completion, students will be able to: <ul style="list-style-type: none"><li>• Define and accurately describe the numerous facets of food and beverage operations and what makes each distinct and successful</li><li>• Apply the theory from the concept overviews and case briefings to a project using critical thinking and creativity grounded in the theory</li><li>• Demonstrate computational and MIS skills required in a professional business environment</li><li>• Understand the importance of Customer Service</li></ul>																																						
Learning Objectives:	<ul style="list-style-type: none"><li>• Demonstrate command of the course content</li><li>• Establish a general knowledge base for restaurant operations</li><li>• Calculate food and beverage costs, and labour costs</li><li>• Understand the basic financials of a restaurant operation</li><li>• Identify key marketing strategies for successful operations</li><li>• Assess the value of menu design and engineering for restaurant operations</li><li>• Understand the importance of Customer service as a success strategy</li></ul>																																						
Evaluation and Grading:	<p><b><u>Evaluation</u></b></p> <p>All the scores are <b>weighted</b>, and earned scores are added to the Grade Center on WebCampus as the semester progresses.</p> <table><tr><th colspan="2">Grading Breakdown</th></tr><tr><td>Weekly Quizzes</td><td>20%</td></tr><tr><td>Simulation Learning and Challenge Phase Work</td><td>30%</td></tr><tr><td>Final Presentation</td><td>10%</td></tr><tr><td>Final Report</td><td>30%</td></tr><tr><td>Attendance/Participation</td><td>10%</td></tr><tr><td><b>Total</b></td><td><b>100%</b></td></tr></table> <p><b><u>Grading:</u></b></p> <p>For this course, the letter grades will be interpreted as follows:</p> <table><tr><th>Letter Grade</th><th>Numeric Grade</th><th>Letter Grade</th><th>Numeric Grade</th></tr><tr><td>A</td><td>94-100</td><td>C+</td><td>77-79.9</td></tr><tr><td>A-</td><td>90-93.9</td><td>C</td><td>74-76.9</td></tr><tr><td>B+</td><td>87-89.9</td><td>C-</td><td>70-73.9</td></tr><tr><td>B</td><td>84-86.9</td><td>D</td><td>60-69.9</td></tr><tr><td>B-</td><td>80-83.9</td><td>F</td><td>Below 60</td></tr></table> <p><i>Since this is a CORE ISHSTM class, students must receive a “C” or better. If a student receives below a C, the class will need to be repeated.</i></p>	Grading Breakdown		Weekly Quizzes	20%	Simulation Learning and Challenge Phase Work	30%	Final Presentation	10%	Final Report	30%	Attendance/Participation	10%	<b>Total</b>	<b>100%</b>	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	A	94-100	C+	77-79.9	A-	90-93.9	C	74-76.9	B+	87-89.9	C-	70-73.9	B	84-86.9	D	60-69.9	B-	80-83.9	F	Below 60
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	<p><b><u>Qualitative Grading Explanation:</u></b></p> <p><b>A</b> = Is used to recognize excellent work, that is work that stands out in comparison with that of other students at FDU, now and in the past, and that might attract the interest and appreciation of others working in the field. The work is both competently presented and innovative. An "A" is typically reserved for a few elite individuals.</p> <p><b>B</b> = Is used to acknowledge competent treatment of assigned material. Competent treatment includes writing that is coherent, internally consistent and professionally presented (grammatically correct, etc.) as well as insightful and interpretive. The words “well done” are also used to recognize this level of work. A grade of "B" is reserved for students who exceed adequate performance and show considerable promise for being highly effective.</p> <p><b>C</b> = Is used to acknowledge adequate work that is acceptable in the knowledge reflected but is either flawed in its presentation or lacking in insight and interpretation or both. The word “ok” may be used to reflect this judgment.</p> <p><b>D</b> = Is used to acknowledge work that is ineffective at developing a subject. It is often a summary or information rather than an analysis of information and may miss parts of the required assignment. The sentences and overall organization are frequently awkward and ambiguous. There may also be frequent grammatical and/or spelling errors.</p> <p><b>F</b> = Is used to recognize work that is unacceptable. A failing mark of "F" is reserved for a few individuals (many of whom receive this mark because of circumstances that create difficulties with time and concentration or a lack of effort).</p>
<p><b>Assignments and Other Instructor Policy:</b></p>	<p><b><u>Weekly Quizzes – Weeks 2-12 – 20% (11 quizzes x 1.8% each)</u></b></p> <p>Each week at the end of class, students will complete a timed quiz based on the material learned. The purpose of the quiz is to ensure there is an adequate comprehension of the materials prior to engaging in the case simulations. The quiz’s correct responses will be shared after all students complete the quiz.</p> <p><b><u>Simulation Learning and Challenge Phase Work – Weeks 2-13 = 30%</u></b></p> <p>After Week 1, students will complete weekly simulation activities using the Knowledge Matters Simulation software located within our WebCampus course. Each simulation case comprises two parts: (1) the learning phase and (2) the challenge phase.</p> <ol style="list-style-type: none"> <li>1. <b><i>Learning Phase (10%).</i></b> In the Learning Phase, students will be guided through a number of steps meant to introduce them to that week’s simulation activity. For each step, students must select the correct response from a set of multiple-choice questions. Once all steps have been completed, each student’s grade will be automatically published in the Grade Book on WebCampus. If an undesired grade is achieved, students may reattempt until they are satisfied with their grade.</li> <li>2. <b><i>Challenge Phase (20%).</i></b> Once students complete the Learning Phase, they will move on to the Challenge Phase. Here, the instructions are less specific, and students will be expected to take what they have learned during the lecture and in the Learning Phase to choose an appropriate course of action. Students will only have one attempt.</li> </ol> <p><b><u>Attendance/Participation = 10%</u></b></p> <p>As a student in this class, you are expected to participate to make the discussions interesting, insightful, and fun. Successful participation means being engaged in each lecture and offering</p>

your own opinions, insights, and responses to the questions being asked. We should work together to make each class session a lively, stimulating, and intellectually rewarding venture in group learning. You are individually and collectively responsible for that end. Believe me, nobody (including me) wants to hear me ramble on endlessly about the course concepts without engaging in class discussion. The best classes are highlighted by an interactive discussion about the potential opportunities that arise from course concepts. As such, we are all co-producers of knowledge. You will also have the opportunity to gain participation marks through an online discussion board in WebCampus, presentations, and in-class group activities related to each week's topic.

This class is unique – you have to buy your participation mark! Don't worry; I found an ethical way to do this...You will be rewarded by FB bucks at any time during class, a digital currency using the 'Bankaroo – for students' mobile app. The FB bucks will be awarded to students who participate in class discussions. Throughout the class, I will assign FB bucks to you through the app. If your participation has a greater value, you will get a bigger dollar value 5 FB bucks (e.g., 2 or 5 dollars). Your participation mark will be determined based on the accumulated FB bucks.

Important! Don't spend your FB bucks on lower-tier participation marks. Only spend your participation marks at the end of the semester, "buying" the mark you can afford. The following participation marks cost the equivalent FB Bucks:

- 1 – 30 Bucks = Level 1 Participation
- 31 – 40 Bucks = Level 2 Participation
- 41 – 50 Bucks = Level 3 Participation
- 51 – 60 Bucks = Level 4 Participation
- 61 – 70 Bucks = Level 5 Participation
- 71 – 80 Bucks = Level 6 Participation
- 81 – 90 Bucks = Level 7 Participation
- 91 – 100 Bucks = Level 8 Participation
- 101 - 120 Bucks = Level 9 Participation
- 121 + Bucks = Level 10 Participation

**Final Presentation – 12-December 2023 (Slides Due 11-Dec.) – 10%**

See 'HRTM 3203 – Final Report and Presentation Details' file in WebCampus.

**Final Report – Due 14-December-2022 – 30%**

See 'HRTM 3203 – Final Report and Presentation Details' file in WebCampus.

**Other:**

- The class will be conducted as an interactive discussion between the instructor and the students. Prepare for each class to include individual/team-based activities, games, and examples to fuel your learning.
- Should you not be able to attend a class please give advance notification to the instructor.
- Late assignments will automatically receive one grade lower per day unless arranged with the instructor prior to the due date.

<b>Academic Integrity Policy:</b>	<p>Students enrolled at Fairleigh Dickinson University are expected to maintain the highest standards of academic honesty. Students have the responsibility to each other to make known the existence of academic dishonesty to their course instructor and then, if necessary, the department chair or the academic dean of their college. Course instructors have the added responsibility to state in advance in their syllabi any special policies and procedures concerning examinations and other academic exercises specific to their courses. Students should request this information if not distributed by the instructor.</p> <p>Academic dishonesty includes, but is not necessarily limited to, the following:</p> <ol style="list-style-type: none"> <li>1. Cheating—Giving or receiving unauthorized assistance in any academic exercise or examination. Using or attempting to use any unauthorized materials, information, or study aids in an examination or academic exercise.</li> <li>2. Plagiarism—Representing the ideas or language of others as one's own.</li> <li>3. Falsification—Falsifying or inventing any information, data, or citation in an academic exercise.</li> <li>4. Multiple Submission—Submitting substantial portions of any academic exercise more than once for credit without the prior authorization and approval of the current instructor.</li> <li>5. Complicity—Facilitating any of the above actions or performing work that another student then presents as his or her assignment.</li> <li>6. Interference—Interfering with the ability of a student to perform his or her assignments.</li> </ol> <p><b>Sanctions:</b> Any student found guilty of academic dishonesty will, for the first offense, receive one or a combination of the following penalties:</p> <ol style="list-style-type: none"> <li>1. No credit (0) or Failure for the academic exercise</li> <li>2. Reduced grade for the course</li> <li>3. A Failure in the Course that is identified on the student's permanent record card as permanent and cannot be removed.</li> <li>4. Recommendation for Academic Probation to the dean's office.</li> </ol>
<b>Student Academic Services:</b>	<p>Any student with documented medical, psychological or learning disabilities, who feels he/she may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) to discuss his/her specific needs. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, make an appointment to see the professor.</p>

**\*Course Schedule**

Week	Date	Lecture Topic	Simulation Topic	In-Class Activity	Homework (due 11:59 pm the night before the following class unless otherwise stated)
1	Sept. 5	Introduction to the course; The Foodservice Industry; Fundamentals of Management; Intro to Restaurant Simulations	N/A	N/A	Student Information Questionnaire
2	No Class Today (Michael away at TTRA Conference)				

3	Sept. 19	Marketing Research	Restaurant market research	Quiz 1; Case Briefing	Simulation Learning & Challenge Phase
4	Sept. 26	Feasibility Studies	Location selection	Quiz 2; Case Briefing	Simulation Learning & Challenge Phase
5	Oct. 3	Menu schedules, types, planning and design/evaluation	Menu design	Quiz 4; Case Briefing	Simulation Learning & Challenge Phase
6	Oct. 10	Menu Pricing (managing standard recipes; determining menu food costs; pricing menu items)	Pricing	Quiz 5; Case Briefing	Simulation Learning & Challenge Phase
7	Oct. 17	Preparing for Production (purchasing, receiving, storing / issuing / preproduction)	Purchasing	Quiz 6; Case Briefing	Simulation Learning & Challenge Phase
8	Oct. 24	Facility Design, Layout, and Equipment  Site Visit: Salmon n' Bannock Restaurant	Layout	Quiz 7; Case Briefing	Simulation Learning & Challenge Phase
9	Oct. 31	Organization of Food and Beverage Operations (positions, organizational chart, career in foodservice)	Staffing	Quiz 8; Case Briefing	Simulation Learning & Challenge Phase
10	Nov. 7	F&B Marketing - Advertising	Advertising	Quiz 9; Case Briefing	Simulation Learning & Challenge Phase
11	Nov. 14	F&B Marketing - Digital Marketing	Digital Marketing	Quiz 10; Digital Marketing Case Briefing	Simulation Learning & Challenge Phase
12	Nov. 21	Menu Engineering	Menu Engineering	Quiz 11; Menu Engineering Case Briefing	Simulation Learning & Challenge Phase
13	Nov. 28	Turnaround; Putting it all together; Restaurant Mogul final report and presentations review	Turnaround; Restaurant Mogul	Class discussion; Case Briefing	Simulation Learning & Challenge Phase
14	Dec. 5	Prepare Final Presentation / Report	N/A	Workshop	Final Presentation slides (due Dec. 11)
15	Dec. 12	Final Presentation		Presentations in class	Final report (due. Dec. 14)

**The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.**