



Hospitality 340 – Online, Sp 2014
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February 10, 2014 - June 9, 2014

Introduction to Professional Food Service

Syllabus, Course Outline, Activities Schedule, SLOs

The text, Foodservice Management Fundamentals provides important information to help students learn how to position, manage, and leverage a successful foodservice operation. The compilation of management practices, tools, and techniques provided illustrates essential approaches that are applicable to operations in any segment of the foodservice industry. The overarching goal throughout the text is to focus on management-related topics that, when addressed properly, lead to a positive bottom line through innovation, global awareness, and social impact.

One of the many great parts of the textbook is a section that basically tells you what this information means to you. It is called “Managerial Implications” and “Case in Point” (in other words, what does all this mean to me?). Each chapter concludes with these two lessons. You are taking a general introductory course, and sometimes although the information is wonderful it leaves one wondering what does it all mean? Why is this information significant? All this goes to saying you should come out at the end of this semester with not only a wealth of knowledge – but a wealth of pertinent, relative, and useful knowledge.

NOTE: This document has two parts. Part I is WLAC course information. Part II is additional information for the course, regarding modules, discussion, assignments, special projects, etc.

PART I – WLAC Course Information (numbers 1-7):

1. Welcome:

During this Spring, 2014 semester you will study the fundamentals of a professional food service operation. You will learn information that will help you to understand what make a successful food service operation, and what tactics to avoid. Seeing the importance of, for instance, inventory management, to the success of an operation should motivate one to feel confident in making good decisions when hired to work in this business.

2. Course Description:

This course provides a comprehensive introduction to food service operations with the foundation for making smart decisions in food and beverage operations. Whether operating your own services or working for an established company, the course provides the basics needed for budgeting, inventory control, management techniques, sanitation and safety, business aspects, and more.

This course is scheduled entirely online. All content and tests will be online, on the Etudes platform.

3. Required Text:

Available in the campus bookstore or online

Food Service Management Fundamentals

Author: Dennis Reynolds, Ph.D.

Author: Kathleen Wachter McClusky, MS, RD, FADA

Published 2013

Jon Wiley & Sons, Inc, USA

ISBN: 978-0-470-40906-0

Also available via the publisher's website

4. Recommended Materials:

Internet resources to research items or topics mentioned in class

Dictionary Thesaurus

List of hotel or other food service operations in your area for possible visitation throughout the semester

A bookshelf for your textbook for keeping long after this class is over, as it is invaluable

5. Required Materials:

(1) Three-ring binder if you wish to collect hard copies of some of the materials, weekly topics, modules, discussions, modules, tests, fliers, rosters, email addresses, phone numbers, etc.

(1) Electronic file if you wish to collect virtual copies of some of the materials, weekly topics, discussions, email addresses, phone numbers, etc.

Stapler, Staples, 3-ring hole-punch

6. Course Objectives:

- A. Describe the scope of a professional food service operation, either in a hotel setting or in a stand-alone operation
- B. Describe how a professional food service operation fits in the hospitality industry
- C. Compare the difference between various types of inventory management systems
- D. Identify the various elements of running a professional food service operation
- E. Recognize what a LEED facility is and its significance
- F. Define sustainability priorities and their role in a modern food service operation
- G. Recognize the role of public relations in any food service operation
- H. Discern the different rationales regarding pricing
- I. Define various cost control methods

7. Student Learning Outcomes (SLO)

West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes.

Student Learning Outcomes

Core Institutional SLOs	Outcome of Communication	Method/ Source of Communication	Method of Assessment	Analysis of Assessment & Change for Improvement
Critical Thinking	<ul style="list-style-type: none"> • Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply legal practices, principles and procedures related to the hospitality and travel industries 	<ul style="list-style-type: none"> • Lecture • Text • Handouts • Emailed information • Library resources • Trade publications 	<ul style="list-style-type: none"> • Participation in class discussions • Identification of correct choices on tests 	<p>Evaluation for effectiveness is continuously made through in-class and/or online monitoring of student feedback and test accomplishment.</p> <p>Ability to select functions in a multilayered hospitality setting providing direction for individual guest needs</p>
Communication	<ul style="list-style-type: none"> • Effective use of written English language • Successful written and verbal communication 		<ul style="list-style-type: none"> • Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests. 	

Quantitative Reasoning	<ul style="list-style-type: none"> • Understanding legal issues through relationships relative to risk and business profitability 		<ul style="list-style-type: none"> • Ability to correctly determine legal needs and risks for the sale and service of food products 	
Self-Awareness / Interpersonal / Diversity	<ul style="list-style-type: none"> • Ability to place ones self in the total scheme of a tourism business relationship, in a new destination, country and new culture • Learning to interact with other cultures 		<ul style="list-style-type: none"> • Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations related to providing legally binding and non-compromising sales 	
Civic Responsibility / Ethics	<ul style="list-style-type: none"> • Application of knowledge of American culture, ethics, academic & business standards 		<ul style="list-style-type: none"> • Student application of knowledge of the American culture ethics, and legal systems resulting in positive outcomes for clients in legally binding and contractual situations 	
Technological Awareness	<ul style="list-style-type: none"> • Use of computers and internet for communication 		<ul style="list-style-type: none"> • Successfully use the computer/internet for research and communication 	



PART II – Additional Information (numbers 8-16)

8. Important Dates and Requirements

Please contact the instructor with any questions.

In addition to the quizzes, there are two requirements and one voluntary (free) Special Event.

Required:

Your choice of:

1. **May 15, 2014: Participate in the “4th Annual West Los Angeles Student Poster Showcase Fair”** on May 15, 2014 at West Los Angeles College.” (The deadline to register is March 30). Learn more and register at www.wlacpostershowcase.weebly.com
Or:
2. **June 5, 2014 or sooner: Self-planned field trip to hotel or other property with a large food service operation.** Your task is to interview a Foodservice Manager, and then write an essay on your findings.

And:

June 5, 2014 or sooner: One industry essay worth 15 points

You may choose a topic from Part 5 of the textbook, relating to Professional Foodservice Management. The paper is due any time during the semester, but must be turned by or before June 5, 2014.

NOTE: See #4 and #5 below for more information.

Voluntary – Free – Special Event:

April 19, 2014, 10:00am-1:00pm: WLAC Open House –

Voluntary Special Event (Free) and Free Parking with RSVP by March 7, 2014)

For: Currents students, potential students, parents, veterans, and volunteers -

Zumba – all levels – bring your kids. Music, Popcorn, and Bouncers for the Kids

30-minute sessions include: “Succeed in College – Options: Degrees, Certificate, University Transfer, Scholarships, Grants, Loans,” and more – Learn what WLAC can do for **YOU!**

For more information and RSVP at: www.wlac.edu/2014OpenHouse.

NOTE: Instructor will be there and would love to meet you!



9. The Online Challenge

You have selected an online course that offers the advantage of reading course information at any time from anywhere you have access to a computer and the internet. To overcome the lack of personal contact, I will check class email almost every day. You are also invited to email, telephone, or personally visit me at your convenience. My official office hours are posted below.

However, since I work at UCLA Conference Services in Westwood, I invite you to join me for lunch (my treat, of course) and a chat about the hospitality industry and your role in it.

In addition, in order to help make the online nature feel a little friendlier, you will have a couple of assignments the first week of class. You will create an Avatar, which can be a picture of yourself (as mine will be), or any image of your choosing (so long as it is in good taste). Some students put a picture of their pet or a favorite flower, or vacation spot, etc. The other assignment is to write a short introduction of your self.

Each week you will see as part of your module a “Topic of the Week” question or statement. It will be released each Monday morning along with the chapter in the textbook for that week, and will relate to that chapter topic. It will be listed in the “Discussions and Private Messages” section of Etudes. This is where most of the communication will take place. This will be a fun place to become engaged in the class and with your classmates. You will find that others will respond to your comments and vice versa.

The topic will change each Monday. So you have a week in which to respond. You are encouraged to respond at least once during the week to the topic.

UN-BLOCK YOUR POP-UP BLOCKER

**You MUST have your pop-up blocker turned OFF!
If this is not done, you will not be able to see the modules.**

In the online Etudes program, lectures are called “Modules.” For our purposes, each module is a chapter in the textbook. This is the chapter that is due to be read and “discussed” online. A topic of discussion surrounding the chapter will be listed as part of the module. You are encouraged to respond at least once during the week regarding this chapter.

Each module will be open each Monday morning at 12:01am, beginning the week of June 10, 2014. See the schedule of activities below. All modules will remain open for the duration of the semester and close at the semester end date.

Professional Conduct in Our Virtual Classroom Community

There are a few recommended online formalities to keep-in-mind. These are for your security and to maintain a standard of ethics that will not compromise anyone in either cyberspace or a business relationship:

One of the unifying objectives in this course is to familiarize you and give you practice in becoming a member of the professional hospitality and travel community. We also have the responsibility to insure that our virtual community is positive learning environment for all students. The instructor will remove any distasteful content, language, or image.

As such, you are asked to please follow these policies of our classroom community for all emails, discussion groups and chat rooms:

- Please address everyone politely by their name
- Do not post personal information about yourself
- Do not ask for a classmate's personal contact information or in any way ask for a personal meeting or date
- Do not post pictures of yourself or others, except for your Avatar, unless specifically asked to do so as part of professional activities
- Do not use profanity or less than business and civil language in discussing subjects and the activities of others
- Do not demean destinations. While having personal or political views about destinations, remember that tourism is apolitical. One person's paradise is another person's least desired destination
- Unless the instructor specifically ask you to do so as a proper part of an assignment, do not include in your email signatures or other material in your messages any kind of sales solicitation or a political or religious message of any kind. Do not include a blind or other kind of hyperlink to such information
- Please use common sense and common courtesy and professionalism. Please feel free to ask the instructor first if you have any questions about what is appropriate



10. Course Points - 185: A possible 185 Points can be scored in the class, as follows:

A. TESTS – worth 140 points total - Three quizzes will be given during the semester including concepts, glossary words and terms will be included in exams. All tests are online, in the Etudes program.

All quizzes are taken from the textbook. They are open book research oriented and may be a combination of multiple choice, true/false responses, and fill-in-the-blank. The dates of the exams are listed in this outline.

Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points.

B. Special Project – worth 30 points each.

One Special Project is required. You have your choice.

1. One is the “4th Annual West Los Angeles Student Poster Showcase Fair on May 15, on WLAC campus. Show what you know. You might event win a prize \$25-\$100!

Learn more, and register at www.wlacpostershowcase.weebly.com. You may also see video in Photo Gallery 2013. Last year had over 300 posters.

You will enter, either alone, or with a partner or partners from the class. Submit a poster relative to your Hospitality 340 coursework. And write a report by end of semester.

NOTE: If your location prevents on-site attendance, you may create a virtual poster and submit it to me at kboles@ha.ucla.edu – won't win \$ but will receive credit!

2. One is a self-planned field trip to a hotel or other property that has a large foodservice operation. You will interview a Foodservice Manager and then submit a written report by end of semester.

Describe how you might change or improve the system for greater guest satisfaction and increased efficiency. Email this, at the end of the semester, with the heading "Hospitality 340 Foodservice Essay," to kboles@ha.ucla.edu or submit through the Etudes platform.

C. One Essay - worth 15 points.

You may select a topic relating to Foodservice management from Part 5 in the textbook. You will be given instructions. The paper is due June 5, or any time during the semester, but must be submitted by or before June 5, 2014.

The total scores for the three exams plus other accomplishments will be the numbers on which the final grade will be assigned.

Points: Tests 140 + Special Project/ Report 30 + Essay 15 = 185 points possible

11. Grading Criteria

Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the "A" scale with a 10% separation between letter grades.

Example: 185 points }
 -19 (10%) } A
 166 }
 -19 } B
 147 }
 Etc.



Hotel Sahid Jaya Solo, Indonesia

12. Dropping The Class – It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success. As a courtesy, please contact your instructor before dropping any course. There may be some real benefit to you for discussing. Remember, we are here to help you. We want you to succeed. We want to help you finish what you started.

Spring 2014 Critical Dates	
Drop a Class, no fee owed	Feb 21
Drop a Class w/o a W	Feb 21
Drop w/ a W	May 9
Last day of regular classes	May 30
Finals	June 2-6
Graduation	June 10
Campus Closed	Presidents' Day: Feb 14 – 17 Cesar Chavez Day: March 31 Spring Break: Apr 7 - 13 Classes resume Apr 14 Memorial Day: May 26 Non-Instruction Day: May 27



See *WLAC Schedule of Classes* for additional information

13. Questions, Comments, Suggestions, Counseling regarding career direction or other may be discussed by email, phone, or in person with an appointment. Please contact the instructor at: kboles@ha.ucla.edu, or 310-206-9270 or Cell 310-877-6858.

14. Office Hours

Monday	Tuesday	Wednesday	Thursday
12:00pm-1:00pm Or online any time			

15. TOPICS TO BE COVERED – Hosp 340 – Intro to Professional Food Service – spring, 2014

Modules will open at 12:01 AM on Mondays. Each chapter is a module.

WEEK	Date	ACTIVITIES*
1	Feb 10	Introduction, course objectives; tests & grading, special projects Avatars, Introductions on Etudes Ch 1 - The Foodservice Industry Part 1: The Foodservice Industry
2	17	Ch 2 – The Foodservice Business
3	24	Ch 3 – Menu Planning and Development Part 2: The Menu
4	Mar 3	Ch 4 – Recipe Standardization, Costing, and Analysis
5	10	Ch 5 – Menu Pricing
6	17	Quiz #1 on Chapters 1-5 ... 60 points Ch 6 –Facilities Planning, Design and Equipment Part 3: The Food Service Operation
7	24	Ch 7 – Food Sanitation and Safety
	30	Deadline to register: “4 th Annual Student Poster Showcase Fair ” at WLAC
8	31	Ch 8 – Supply Chain Management
9	Apr 07	Spring Break – Go Somewhere!
10	14	Ch 9 – Food Management
	19	Event: West LA College Open House–Attend or Volunteer at the Info Tables
11	21	Ch 10 – Financial Management Part 4: General Management Quiz #2 on Chapters 6-9 ... 40 points
12	28	Ch 11 – Customer Service
13	May 5	Ch 12 –Marketing
14	12	Ch 13 – Human Resource Management
	15	Special Project: “4 th Annual Student Poster Showcase” at WLAC... 30 points
15	19	Ch 14 – Leadership and Management
16	26	Foodservice visit/Report can be conducted this week. 30 points. Time allocated for property onsite inspections and report writing.
17	June 2-5	Final Quiz #3 on Chapters 10-14 ... 40 points Submit Special Project Report-Poster Showcase or Foodservice Visit...30 points Submit Essay from Part 5 in textbook ... 15 points

* Subject to change.

NOTE: Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Students Programs and Services, HLRC 119 or call 310 287-4550 as soon as possible to better ensure such accommodations are implemented in a timely fashion.





You are encouraged to experience activities related to different cultures, from foods to foreign destinations and to study related subjects: anthropology, architecture, history, sociology and more. These will broaden your knowledge base and enable you to work with increasingly more travelers, with more interests, wanting different levels of service.



16. Brief bio of your instructor



Kay Boles, MS, CMP, CMM, CHE (Certified Hospitality Educator) Adjunct Assistant Professor - Hospitality/Travel-West Los Angeles College's Associate of Arts Degree in Hospitality/Travel program

With a master degree and a veteran engagement in hospitality management, Kay has extensive experience strategically managing conferences and conventions for groups in the business, medical, scientific, and educational fields as well as leisure travel and tourism events. Kay is a Certified Meeting Professional (CMP), global Certified Meeting Manager (CMM), and Certified Hospitality Educator (CHE). Prior to joining UCLA, she held the role of Director of Conference Services and Conference Services Manager in Texas, in addition to being a Meeting Manager for the University of Texas Medical Branch.

Kay is Adjunct Assistant Professor for WLAC's Associate of Arts Degree programs in Hospitality/Travel. Regardless of the class she is teaching, she approaches it from a business, management, and career path perspective. She wants students to not only learn the course information but to be able to apply it to their own personal and professional goals. Kay is past president of UCLA Staff Assembly (a 25,000-employee association) and Vice-President of Education for Meeting Professionals International (MPI) Southern California Chapter. Her community service work includes volunteering with the UCLA True Bruin program, having served as task manager, project manager, and ambassador for UCLA volunteer program involving over 6,000 students, faculty, and staff annually.

