

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

TOUR 310 (001) - Food and Beverage Management

3 Credit, Fall 2018

Monday 7:20 pm – 10:00 pm, West Building 109

**FACULTY:**

Instructor: Paul Magnant  
Office Hours: By Appointment  
Office Location: 201B Bull Run Hall (Prince William Campus)  
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**PREREQUISITES:**

TOUR 230

**UNIVERSITY CATALOG COURSE DESCRIPTION:**

Explores the principles of foodservice management regarding production and selling of food and beverage products. Categorizes 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:**

Welcome to TOUR 310-Food and Beverage Management! This is a 15 week classroom lecture course. There may be sparse use of Blackboard from time to time. We will meet once a week on Monday from 7:20 pm until 10:00 pm. I typically use all of the lecture time for each week with one or two breaks depending on the material and our productivity together.

**Preferred method of communication is through email.**

**LEARNER OUTCOMES:**

At the completion of this course, students should be able to:

1. Categorize and identify origins of food, wine, beer and spirits;
2. Demonstrate an understanding of food and beverage trends;
3. Articulate purchasing and receiving concepts;

4. Calculate food and beverage costs and controls;
5. Monitor foodservice operations;
6. Prepare and analyze menus; and
7. Develop performance standards

**PROFESSIONAL STANDARDS:**

Students are expected to exhibit professional behaviors and dispositions at all times. Students are expected to follow courteous Internet etiquette. See <https://cehd.gmu.edu/students/policies-procedures/>

**REQUIRED READINGS:**

Dopson, L. & Hayes, D. (2015). *Food and Beverage Cost Control*, 6th Edition, NJ: Wiley.

**COURSE PERFORMANCE AND EVALUATION:**

Class 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 in class at the beginning of class of the specified due date.*

**CLASS ATTENDANCE AND PARTICIPATION:**

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.

**DUE DATES:**

Assignments are due in class at the beginning of class on the specified due date and, if submitted after that time will be counted as late. The assignment will be reduced by 1 letter grades for each week it is late and no assignments will be accepted more than 2 weeks late and a zero will be recorded for the assignment at that point.

**PROFESSIONAL DISPOSITIONS**

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

Grading Composition

<b>Deliverable</b>		<b>Percentage of Grade</b>
Attendance/Participation		5
Exam #1	Chapters (1-4)	10
Exam #2	Chapter 5	15
Exam #3	Chapters (6-8)	15
Exam #4	Chapters (9-10)	10
Menu Engineering Project	Due on 11/26/18 in class	15
Homework	5 of them in review format	10

Final Exam	Cumulative of all material	20
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This course will be graded on a percentage system, with a total of 100 possible percentage points.

### 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	

### ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

#### Participation:

Participation in this class constitutes 10% of the grade and is required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. Participation in class discussion is very important. Please prepare for class by reading the assigned material. Your grade for class participation will be based on my judgment of the consistency with which you *participate constructively* in class discussion and activities. Please note that class discussion includes interacting with your classmates. When I am leading case discussions, I may call upon students for input or answers to questions stemming from the lecture. Please be prepared for this.

#### Exams:

These four exams make up 50% of the grade. They are constructed by the author of the text-book and instructor. Further the questions will cover any material covered in class as well as text-book material. The number of questions for the exams will vary depending on the subject matter to be assessed and will likely be 25 to 50 questions (depending on chapter length and content).

#### Menu Engineering Project:

The Menu Engineering Project will make up 15% of the grade. A separate handout and worksheet in Excel will be distributed in class during week 7 class lecture.

#### Homework:

Homework will make up 10% of the grade. Specifics will be discussed during the first class period.

#### Final Exam:

The final exam will make up 20% of the grade. The final exam will be 50 to 100 questions and cumulative to all course materials.

#### Note:

Missing any exam leads to an F for the exam and will NOT be compensated with another chance to receive a grade unless due to personal or family illness or emergency that must be communicated in advance and supported by verifiable documentation. The decision is the sole discretion of the professor.

#### **Grading Rubric for this category** (based on an average of 20 questions):

All answers correct = A+; 3 wrong answers = B+; 7 wrong answers = C+

1 wrong answer = A; 4 wrong answers = B; 8 wrong answers = C

2 wrong answers = A-; 5-6 wrong answers = B-; 9-10 wrong answers = C-

11 wrong answers = D+; 12 wrong answers = D; 13-15 wrong answers = D-;

16+ wrong answers = F

### **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/>).

#### **Campus Resources:**

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto: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/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

### **STUDENT SERVICES:**

University Libraries provides resources for distance students. See <http://library.gmu.edu/distance>

#### **Writing Center**

The George Mason University Writing Center staff 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>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

#### **Counseling and Psychological Services**

The George Mason University 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>].

### Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>].

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

### Course Schedule:

Week	Date	Topic	Chapter Read Ahead Assignment	Homework Due
1	8/27	Managing Revenue and Expense	1	
2	9/3	Creating Sales Forecasts Labor Day-No Class Lecture/Meeting	2	
3	9/10	Purchasing and Receiving	3	
4	9/17	Managing Inventory and Production	4	
5	9/24	<b>Exam #1 (Chapters 1-4)</b> Monitoring Food and Beverage Product Costs-Part 1	5	Student "Notes" Page #1
6	10/1	Monitoring Food and Beverage Product Costs-Part 2	5	
7	10/8	No Class-Columbus Day		
8	10/15	<b>Exam #2 (Chapter 5)</b> Managing Food and Beverage Pricing Handouts for Menu Engineering Project	6	Student "Notes" Page #2
9	10/22	Managing the Cost of Labor	7	
10	10/29	Controlling Other Expenses	8	
11	11/5	<b>Exam #3 (Chapters 6-8)</b> Guest Speaker TBD		Students "Notes" Page 3 Questions for Guest Speaker in advance of class
12	11/12	Analyzing Results Using the Income Statement	9	
13	11/19	Planning for Profit	10	
14	11/26	Menu Engineering Projects Presentation		
15	12/3	<b>Exam #4 (Chapters 9 &amp; 10)</b> Review for Final Exam		Student "Notes" Page 4
		<b>Final Exam</b>		Student "Notes" Page 5

*Note: Faculty reserves the right to alter the schedule as necessary.*

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