

LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: 14-666 r
 LSC Action-Date: _____ UWUCC Action-Date: AP-9/16/14 Senate Action Date: App 10/17/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hospitality Management	Phone 7-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> New Course | <input type="checkbox"/> Course Prefix Change | <input type="checkbox"/> Course Deletion |
| <input type="checkbox"/> Course Revision | <input type="checkbox"/> Course Number and/or Title Change | <input type="checkbox"/> Catalog Description Change |

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: **HOSP 285 Service, Menu Planning, and Facilities Design**

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Learning Skills | <input type="checkbox"/> Knowledge Area | <input type="checkbox"/> Global and Multicultural Awareness | <input type="checkbox"/> Writing Across the Curriculum (W Course) |
| <input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one) | | | |
| <input type="checkbox"/> Global Citizenship | <input type="checkbox"/> Information Literacy | <input type="checkbox"/> Oral Communication | |
| <input type="checkbox"/> Quantitative Reasoning | <input type="checkbox"/> Scientific Literacy | <input type="checkbox"/> Technological Literacy | |

3. Other Designations, as appropriate

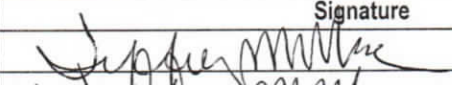
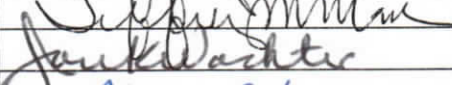
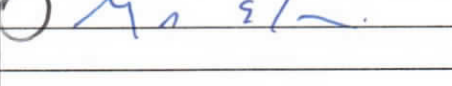
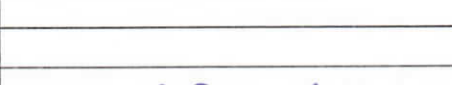

- | | |
|--|---|
| <input type="checkbox"/> Honors College Course | <input type="checkbox"/> Other: (e.g. Women's Studies, Pan African) |
|--|---|

4. Program Proposals

- | | | | |
|---|--|--|------------------------------------|
| <input type="checkbox"/> Catalog Description Change | <input type="checkbox"/> Program Revision | <input type="checkbox"/> Program Title Change | <input type="checkbox"/> New Track |
| <input type="checkbox"/> New Degree Program | <input type="checkbox"/> New Minor Program | <input type="checkbox"/> Liberal Studies Requirement Changes | <input type="checkbox"/> Other |

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		4-10-14
Department Chairperson(s)		4-10-14
College Curriculum Committee Chair		6-10-14
College Dean		9.4.14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		9/17/14

Received
SEP 17 2014

Received
SEP 9 2014

I. Catalog Description

HOSP 285 Service, Menu Planning, and Facilities Design

3 class hours
0 lab hours
3 credits

Focuses on food and beverage service characteristics, menu planning and design, and facilities design within various operational concepts in the hospitality industry.

II. Course Outcomes

Students will be able to

1. Summarize typical restaurant server and busperson duties.
2. Describe the duties of beverage servers and bartenders.
3. Describe the process of menu planning and development.
4. Summarize design, equipment selection, and furnishing characteristics for various hospitality food service concepts.
5. Discuss hotel in-room dining challenges and implementation options.
6. Describe characteristics of food and beverage service in business and industry, healthcare, and college and university operations.
7. Identify characteristics of classic hospitality food service styles.

III. Course Outline

- A. Restaurant Food and Beverage Operation Employees (4 hours)
 1. Front-of-house
 2. Back-of-house
 3. Recruitment, selection, orientation, and training
 4. Importance of teamwork
- B. Hotel Food and Beverage Operation Employees (2 hours)
 1. Similarities and differences from restaurant employees
 2. In-room dining
 3. Role of the concierge in food and beverage
- C. Characteristics of Dining Room Operations (4 hours)

1. Types and characteristics of dining room service
2. Required service equipment
3. Tipping and gratuities
4. Taking reservations
5. POS systems

D. The Bartender and Bar Employees (3 hours)

1. Essential skills
2. Common bar set-up and options
3. Legal concerns

Exam 1 (1 hour)

E. Menu Planning and Development (6 hours)

1. Menu-planning objectives
2. Types of menus
3. Menu categories
4. Menu design
 - a. Hard-copy menus
 - b. Electronic menus
5. Menu trends
6. Truth-in-menu considerations

F. Food and Beverage Facilities Design and Equipment / Furnishing Selection (8 hours)

1. Planning effective dining and production areas
2. Trends in design
3. Space requirements: Front-of-house and Back-of-house
4. Traffic flow considerations
5. Production equipment: Types and selection
6. Dining area furnishings
7. Décor considerations

G. Food and Beverage Revenue Control Systems (3 hours)

1. Manual systems
2. Electronic systems

H. Restaurant Concepts in Hospitality (4 hours)

1. Quick service
2. Fast casual
3. Casual theme
4. Fine dining
5. Hotel and resort dining

I. Lodging In-Room Dining (3 hours)

1. Issues and challenges

2. Menu considerations
3. Staffing considerations
4. Service procedures

J. Contract and On-Site Food and Beverage Service (4 hours)

1. Business and industry
2. Healthcare
3. Elementary and secondary schools
4. Colleges and universities
5. Other

Final Exam – During Final Exams Week (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

- 50% Midterm and Final Exams -- consisting of true/false, multiple choice, and short answer questions
- 10% Homework Assignments
- 20% In-Class Quizzes
- 20% In-Class Workshops -- addressing various topics as presented in lecture

V. Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	F

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Walker, J. (2014). *The Restaurant from Concept to Operation*. New York: Wiley.

VIII. Special resource requirements

None

IX. Bibliography

Casado, M. (2012). *Food and Beverage Service Manual*. Create Space Independent Publishing Platform.

Chris Thomas, E. J. (2014). *Design and Equipment for Restaurants and Foodservice: A Management View, 4th Edition*. Hoboken, New Jersey: Wiley & Sons.

Culinary Institute of America. (2014). *Remarkable Service: A Guide to Winning and Keeping Customers for Servers, Managers, and Restaurant Owners, 3rd Edition*. Hyde Park, New York.

Ninemeier, J. (2012). *Management of Food and Beverage Operations, Fifth Edition*. Chicago, Illinois: AHLEI.

Singaravelavan, R. (2012). *Food and Beverage Services*. New York City: Oxford Press.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course will be positioned within the Restaurant and Food Service Track. Abundance of course-specific content does not allow incorporation into an existing course.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

Course does not require changes in existing courses or programs.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

Course has not previously been offered at IUP on a trial basis.

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

Course is not a dual-level course.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

Course will not be taken for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Johnson and Wales University: FSM 2085 Food and Beverage Operations

University of Hawaii: HOS 154 Food and Beverage Operations

University of Utah: PRT 3208 Food and Beverage Management

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

Content or skills are not recommended or required by a professional agency, accrediting authority, or other external agency.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

Course will not be taught by instructors from more than one department.

- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no relationship between the content of this course and the content of courses offered by other departments.

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed with other departments.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

No other resources are needed to teach this course.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are funded by a grant.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

Course will be offered once every two academic years. Course is not designed or restricted to seasonal semesters.

- C5 How many sections of this course do you anticipate offering in any single semester?

One section per offered semester is anticipated.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

50 students will be accommodated, based upon the capacity of the anticipated classroom.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits or parameters for a course of this nature.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course is not a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No other information is necessary.