




Business Administration

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| Course Number: | BUAD 215 |
| Course Title: | RESTAURANT MANAGEMENT |
| Credits: | 3 |
| Calendar Description: | This course provides a broad understanding of management theory and practice in the restaurant industry. The course covers aspects of restaurant marketing, service delivery, menu design and engineering, site selection, and facility design. The course introduces students to the concepts and practices related to cost controls from purchasing to sales. |
| Semester and Year: | WINTER 2021 |
| Prerequisite(s): | none |
| Corequisite(s): | BUAD 111 |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | |
| Substitutable Courses: | No |
| Transfer Credit: | Yes |
| Special Notes: | Students with credit in BUAD 207, BUAD 218, or HOSP 236 cannot take BUAD 215 for additional credit |
| Originally Developed: | May 2013 |
| EDCO Approval: | March 2014 |
| Chair's Approval: |  |

Professors

| Name | Phone number | Office | Email |
|------------------------------------|---------------------------|----------------|--|
| Dan Allen <i>Course Captain</i> | 250-762-5445 ext. 4378 | Kelowna: B216H | dallen@okanagan.bc.ca |
| Craig Norris-Jones | 604-838-4059 | N/A | cnorrisjones@okanagan.bc.ca |

Learning Outcomes

Upon completion of this course students will be able to

- identify and describe target markets for a restaurant concept.
- choose and cost menu items suitable for a restaurant concept and target audience.
- apply menu design and engineering concepts to create an effective menu.
- apply site selection criteria to identify appropriate restaurant locations.
- use design and layout concepts to create an effective restaurant layout.
- apply the four step control process to each stage of the restaurant inventory cycle.
- apply critical cost concepts and ratios in the control process.

Course Objectives

This course will cover the following content including:

See Course Schedule

Evaluation Procedure

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| Course Exercises (Individual) | 25% |
| Term Projects (Groups) | 40% |
| Exam (Individual) | 35% |
| Total | 100% |

Notes**Course Exercises (25%)**

Your courses exercises grade will be calculated based on completion of a series of exercises and in-class assignments. Grades assigned to each exercise vary depending on the size and complexity of the exercise. Students will also need to complete Serving It Right. If already completed showing the number is acceptable.

Term Project (40%)

To give students the opportunity to develop a restaurant concept of their choice, the Portfolio is one project divided into 4 parts and a final presentation, each worth 8% and each with its own deadline. Portfolios will be completed in teams of 4-5.

Exam (35%)

The final exam will be constructed from textbook material, lectures, homework, potential guest speakers and other activities in the course. You must pass the final exam in order to earn credit for the course.

There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

Students may be required to pay for travel and expenses related to site visits and/or field trips.

There will be a 10% per day loss of total potential marks for late work up to a maximum of 5 days. After 5 days, the work will NOT be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Required Texts/Resources

Walker, John R., The Restaurant, from Concept to Operation, 6th Ed, Wiley.
Course Pack Exercises PDF.

Course Schedule

| Date | | Topic | Textbook |
|-----------------|-------|--|--------------------------|
| 2020 Week of | | Monday, January 6 – First Day of Classes Monday, February 17 – Family Day Tuesday, February 18 – Friday, February 21 – Reading Break Friday, April 16 – Last Day of Regular Classes | |
| Jan | 11 | Introduction Kinds and Characteristics of Restaurants | Ch 01 |
| | 18 | Restaurant Marketing and Target Markets Pricing and Designing the Menu | Ch 2/Ch 3 |
| | 25 | Restaurant Location and Site Criteria/Servicescape/ Equipment needed. | Ch 04 |
| Feb | 1 | Introduction to the Control Process The Menu and Menu Engineering Standard Recipes and Menu Costing | Ch 05 Part A 1 Due |
| | 8 | Planning and Equipping the Restaurant. Income statements and Budgets. The control process. Receiving Storing and Issuing Control | Ch 06 Ch 09/10 |
| | 15 | Reading week | |
| | 22 | Calculating Sales Price and Food Cost | Ch 07 |
| Mar | 1 | Recipe Costing / Receiving quality and service | CH 08 Part A 2 Due |
| | 8 | Restaurant Leadership and Management Organizing, Recruiting and Staffing Training and Development. Exam Review | Ch 12/13/14 |
| | 15 | Exam | |
| | 22 | Serving It Right | Part A-3 Due |
| | 29 | Bar and Beverage | Part A-4 Due |
| Apr | 5 | Portfolio Presentations | |
| Apr | 12 | Portfolio Presentations | |
| Apr | 14-24 | FINAL EXAM PERIOD | |

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication *“Plagiarism Avoided; Taking Responsibility for your Work”*. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating.

Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.