

Cedar Crest College
Allen Center for Nutrition
Fall 2008
Food Systems Operations
NTR 330

Course Plan

Course Description: In-depth treatment of foodservice operations, including: Sanitation, foodservice planning, quality assurance, facility design, and equipment as well as facility management; menu planning; food purchasing, receiving and storage; production management; assembly, distribution, service; and marketing. This course includes 28 hours of field experiences.

Credits: 4 credit hours

Clock hours/ week: 4 lecture hours

Instructor: Dr. Martine Scannavino, DHSc, RD, LDN
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610-606-4666, ext. 3486
Office hours: Thursdays 3:00 – 4:00 (or by appointment)

Text: **Foodservice Organizations, a Managerial and Systems Approach**
(6th edition) Marion Spears, Prentice Hall, 2000

Inlet Isles: A Hospital Foodservice Case Study, Allen-Chabot,
Curtis and Blake, Prentice Hall, 2001

ServSafe Course book TBA

Course objectives:

1. Students will have knowledge of:
 - a. Facility Management
 - i. Describe and apply the steps in planning and designing facilities.
 - ii. Describe the factors affecting selection of equipment.
 - iii. Select basic cooking and storage equipment.
 - iv. Develop a preventive maintenance program.
 - b. Sanitation and safety
 - i. Apply cleaning and sanitation principles.
 - ii. Describe how to keep pests out.
 - iii. Apply HACCP principles to develop a recipe flow chart.
 - iv. Participate in and conduct food service safety and quality assurance audits.
 - c. Food Delivery systems
 - i. Discuss factors affecting choice of food delivery systems
 - ii. Explain and give examples of various styles of service
 - iii. Design a tool to get customer feedback and satisfaction level.

- d. Food and non-food procurement
 - i. Discuss purchasing departments objectives, procedures, methods and market research methods
 - ii. Explain how food and non-food items are distributed.
 - iii. Apply purchasing ethics.

- e. Food Production systems
 - i. Apply menu-planning guidelines.
 - ii. List the objectives of food production.
 - iii. Compare and contrast different production systems
 - iv. Adjust /convert recipes
 - v. Discuss how to use forecasting models, production sheets, and evaluation tools.
 - vi. Recognize ways to control food costs in production, including use of portion control guidelines.

- f. Food and Nutrition laws/regulations/policies
 - i. Describe how the safety and wholesomeness of the US food supply is ensured through government safety and inspection programs
 - ii. Describe the governmental policies regulating school food service.

- g. Materials management
 - i. List appropriate receiving, storage, and inventory management guidelines.

- h. Systems theory
 - i. Apply systems theory to foodservice operation

- i. Marketing theory and techniques
 - i. Discuss the marketing process, marketing cycle, marketing mix, marketing techniques and unique aspects of foodservice marketing.
 - ii. Compare and contrast marketing, merchandising, and sales promotion

- 2. Students will have demonstrated the ability to:
 - a. Use current information technologies
 - b. Work effectively as a member of a team
 - c. Calculate and interpret nutrient composition of foods
 - d. Translate nutrition needs into food choices and menus for people of diverse cultures and religions
 - e. Determine recipe /formula proportions and modifications for volume food production
 - f. Write specifications for food and foodservice equipment
 - g. Apply marketing techniques

Course Schedule

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
<i>All bold assignments due in drop box by 5PM that day.</i>		
<i>All exams open on the day they are listed and close on the following Monday at Midnight</i>		
Week 1 8/28	Food Service Industry a Systems Approach / Quality Management	Chapter 1
Week 2 9/4	Managing Quality	Chapter 2 &15 abstract 1
Week 3 9/11	Menu Planning Exam 1 –chapters 1, 2, 3 &15	Chapter 3 Inlet Isles # 1
Week 4 9/18	Marketing E-College Inlet Isles # 5 lets open the discussion All individual posts are due by 5PM today All final answers will be incorporated into your presentation and submitted with final project	Chapter 14 Inlet Isles #18
Week 5 9/25	Food Product flow& kitchen design	Chapter 4 Inlet Isles 9
Week 6 10/2	Procurement, receiving, storage and inventory control	Chapter 5 abstract 2
Week 7 10/9	Production Exam 2- Chapters 14, 4 & 5 E-College <i>Inlet Isles # 3 lets open the discussion</i> <i>All individual posts are due by 5PM today</i> <i>All final answers must be submitted by 5PM 10/23</i>	Chapter 6 Inlet Isles 6
Week 8 10/16	Distribution & Service Food Safety Audit In-service presentation	Chapter 7 Inlet Isles 8
Week 9 10/23	SERVSAFE Course	Inlet Isles 3
Week 10 10/30	SERVSAFE Course	Inlet Isles 7&15
Week 11 11/6	SERVE SAFE EXAM	abstract 3
Week 12 11/13	Labor Control/ Human Resource planning E-College <i>Inlet Isles: 10 , 11, 12, 13 & 14 all individual posts due by 5 PM today</i> <i>All final answers must be submitted by 5 PM, 11/19</i>	Chapter 12 Inlet Isles 2
Week 13 11/20	Management of Financial Resources Exam 3 - chapters 6 & 7	Chapter 13 Inlet Isles: 10 , 11, 12, 13 & 14 Inlet Isles: 4, 16 &17
November 27 Thanksgiving break		
Week 14 12/4	<i>Inlet Isles Marketing project (# 5) presentation and team evaluations due</i> Exam 4 – chapters 12 & 13	Inlet Isles 19, 21& 22

Assignments:**Field experiences:**

Food Service Experiential Project

This project will require 21 hours of food service experience

You may use a facility of your choosing or you may contact me for examples and recommendations of facilities used in the past.

The facility must be an institutional facility (restaurants do not meet the necessary criteria).

During these 21 hours you will be required to do the following:

- Perform a food safety audit – you may use the Food Safety Checklist provided, or you may use a form that is currently used by the facility. Whichever you choose you must note all areas in the facility that require corrective action and clearly define what that corrective action must be. (while it is possible for you to complete this project over the summer, the material covered in class will clarify the process of audits and define corrective actions)
- You must plan an employee in-service on one of the areas that were found to need corrective action. This will include lesson plan, handouts and educational presentation. The presentation may be given for the facility (this will be included in your 21 hours) and all presentations will be given in class.
- You must participate in a variety of hands on food production and service experiences, such as but not limited to food prep, tray line and meal delivery.
- Any additional activities the facility may offer (procurement, menu planning, marketing and or planning of a special event) will add to the value of your experience, but are not required.
- You must keep a log of your activities and hours
- If you are currently working in a foodservice facility, this project must be completed outside of your regular working hours. You must provide documentation from your supervisor that this project was not part of your regular working hours or duties.

Inlet Isles: A Hospital Food Service Case Study

All students are responsible for reading and completing the Inlet Isles Case study including all problems and activities. As noted in the syllabus many of the exercises will be completed as group activities in class/ online, the remaining activities will be done on your own and submitted on the noted due date.

There will be a group presentation of problem # 5 marketing scenario

At the end of the Semester all group participants are responsible for submitting an evaluation of team member contributions.

Each student is responsible for submitting a completed Inlet Isles case study project in its entirety.

If you are late more than twice without a valid reason, your final numerical grade will be lowered by 5 points.

If you are absent more than twice without a verification from the dean of students office your final numerical grade will be lowered by 10 points.

Abstracts 3 @ 10 pts – total 30 pts

There are 3 required abstracts due throughout the course. You will be responsible for locating an article in a peer reviewed journal which correlates to the topics covered that week in the Spears Readings. Examples may include (please find your own articles these are examples):

Distribution and Service (chapter 7): Key Facilitators and Best Practices of Hotel-Style Room Service in Hospitals Sheehan-Smith L. Journal of the American Dietetic Association April 2006 (Vol. 106, Issue 4, Pages 581-586)

Production (chapter 6): Improved Hospital Computer Diet Order Entry System and New Nursing Diet Dashboard Interface with Room Service System. Samour PQ, Zissman E, Folcarelli P, Shoaie C, Demild C, Sulmonte K. Journal of the American Dietetic Association. August 2006 (Vol. 106, Issue 8 (Supplement), Page A18)

Menu Planning (chapter 3): “You Had Peas Today?”: A Pilot Study Comparing a Head Start Child-Care Center’s Menu with the Actual Food Served Fleischhacker S, Cason KL, Achterberg C. Journal of the American Dietetic Association. February 2006 (Vol. 106, Issue 2, Pages 277-280)

Additional acceptable publications include the NY times, Wall Street Journal, Trade publications including the National Restaurant Association which can be accessed at www.restaurant.org

All abstract assignments must include full APA reference and appropriate citations
Failure to include references and citations will result in a loss of 50% of your grade on the assignment.

POINTS	GRADE
558+	A
540-557	A-
522-539	B+
498 – 521	B
480 – 497	B-
462 – 479	C+
438 – 461	C
420 – 437	C-
402 – 419	D+
360 – 401	D
Below 360	F

Inlet Isles Project	150 points
Marketing Presentation	50 points
Food Safety In-Service	100 points
4 Exam@ 25pts	100 points
Final Exam	100 points
Audits journal/hours	30 points
Servsafe	50 points
<u>3 Abstracts @ 10</u>	<u>30 points</u>
Total	610 points (note there is a built in 10 point buffer AKA extra credit)

Teaching Methods

1. Lecture / teacher –centered discussion
2. Synchronous and asynchronous online discussions
3. Student – centered discussion
4. Case studies (Inlet Isle: A Hospital Foodservice Case Study)
5. Simulation (Inlet Isle)

6. Student Presentations (Inlet Isle, Foodservice Audit Corrective action presentations)
7. Food service observations
8. Practice/skill rehearsal (Foodservice Experience)
9. Practical application (Foodservice Experience)
10. Assignments involving researching, organizing information, and writing
11. Reading in textbooks, reference books, periodicals, newspapers, and journals

Work expected of the student

1. Students are expected to have read the assignments prior to class and to actively participate in class discussion.
2. Students are responsible for all terms defined in the textbook.
3. Written assignments must be word-processed and completed as described on attached “style Guide”. Spelling, punctuation and grammar will constitute part of the grade for written assignments.
4. Students are expected to arrive to class on time.
5. Students are expected to be prepared with necessary materials for class.
6. Students are expected to complete all field experience hours.

Classroom Protocol:

Appropriate classroom behavior is implicit in the Cedar Crest Honor Code. Such behavior is defined and guided by complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That environment is free from distractions such as late arrivals, early departures, inappropriate conversations, and any other behavior that might disrupt instruction and/or compromise students’ access to their Cedar Crest College education.

The Cedar Crest College Honor Code will prevail at all times.

Please verify on each test and assignment that the work done is your own with your signature.

ONLINE PROTOCOL

This course is a hybrid courses – a portion of the material and assignments are completed using the E-College Platform. The following is the online protocol for Nutrition Courses

Online courses are different from in class experiences in that they are a student centered, instructor facilitated learning experience. Therefore it is the responsibility of the student to take an active role in the learning experience.

It is also the students responsibility to have adequate computer access and a working knowledge of the E-College platform to fully participate in all online course activities and assignments (discussion boards, exams, chat rooms (when required) , downloads of course materials, reading of all posted announcements and response to email, access to your gradebook, submissions to the assignment drop boxes, and any other activities on the -college platform required by the instructor to ensue successful completion of all course objectives and associated assignments.

All material and exams submitted via the online platform are held to the Cedar Crest honor code. Electronic submission is equivalent to signing a hard copy document

Inlet Isle Assignment Criteria and Grading

1. (10 pts) Include the strengths and weaknesses of the following department:
 - a. Patient service
 - b. Cafeteria
 - c. Purchasing /receiving/storage
 - d. Food production
 - e. Utility/ ware washing
 - f. Recruitment/ hiring/ training/ evaluation
 - g. Clinical services

You will answer this question at the beginning of the semester; you will then reevaluate your answers at the end of the semester and make any necessary adjustments to your assessment.

2. (8 pts) Answer all
3. (3 pts) Answer all
4. (8 pts) Parts A, B, and C only.
 - a. List categories of food that have increased food costs after week 10
 - i. Determine the budgeted amount for each category for week 10 by dividing the YTD budgeted amount by 10.
List 8-10 possible causes for the increase of food costs
 - b. Select 5 of these causes
 - c. Reasonable suggestions

5. (5 pts)
 - a. As asked
 - b. Use a sound marketing model including the 4 P's.
 - how will you staff your new idea
 - What will be the breakeven point
 - If hiring new people, will you more than cover that cost.
 - Are there any conflicts with downtown businesses
 - c. As asked

6. (4pts)
 - a. As asked
 - b. As asked
 - c. As asked

7. (5 pts)
 - a. List 5 strengths and weaknesses
 - b. List 5 recommendations

8. (8pts)
 - a. List at least 4 reasons for rejection
 - b. List methods for investigation and at least 5 reasons why patients are not filling out menus
 - c. As asked
 - d. Be sure to include a valid rationale for why this particular solution was selected.

9. (8pts).
 - a. Discuss 4 reasons why patients might not get what they ordered, be sure to include at least 4 tray line issues.

- b. As asked
 - c. Be sure to address the following
 - i. Menu design
 - ii. Purchasing
 - iii. Forecasting
 - iv. Changes made to menu choices after the patients selection is complete
 - v. Employee work load and schedule
10. .(8pts)
- a. As asked
 - b. As asked
 - c. After discussion, working in groups: brainstorm about additional ways to help nursing, remember that nursing helps foodservice everyday by dealing with patient complaints.
11. –(5 pts)
- a. As asked
 - b. As asked
 - c. As asked
12. (3 pts)
- a. As asked
 - b. As asked
13. (5 pts)
- As asked
14. (5pts)
- a. List and explain at least 8 factors.
 - b. As asked
 - c. As asked
 - d. As asked
15. – (5 pts)
- a. Contents would include – list 10 – 15
 - b. List at least 8 issues
 - c. List at least 5 adjustment
 - d. List 9 items
16. – (8 pts)
- a. List at least 2 strengths, and 3 weaknesses
 - b. Suggest 2 – 3 ways of verifying this accusation
 - c. Suggest 2 improvements
 - d. As asked
 - e. As asked
17. – (8 pts)
- a. 4 additional resources
 - b. 4 budgetary changes
 - c. 4 changes to the weekly operating report
 - i. You can estimate this figure by figuring out how much you would spend on food per year (year\$/52) and then divide that into the food categories based on the present %'s
 - ii. Add the cost of \other supplies per week to the operating report
 - iii. Add a revenue line to account for the revenue brought in by the meals on wheels program and be sure that all the formulas that include revenue have this figure added in the formulas

- iv. After making all of these changes, take a look at how this changed the cost/meal and cost/patient day figures.
 - d. – As asked
 - e. List additional cost items / issues as well as Benefits of the program

- 18. –(10 pts) Answer all
- 19. – 10 pts) Answer all
- 20. – (8 pts)
 - a. – As asked
 - b. – As asked
 - i. At least 4 positives and 6 problems
 - ii. Make 8 – 10 recommendations
 - iii. – As asked
 - iv. Include:
 - 1. Managerial staff involved directly or indirectly
 - 2. Non-managerial staff involved directly or indirectly
 - 3. What approaches you would take.
 - v. List 5-7 problems, obstacles ect..
 - c. 4 pros and cons

- 21. (8 pts) Criteria: include in your discussion
 - does days diet intake keep with diet ordered
 - Food Cost
 - Labor Cost
 - Patient satisfaction
 - Production system compatibility

- 22. (8 pts) Address the following
 - i. At least 8 changes needed
 - ii. At least 3 benefits
 - iii. At least 4 challenges
 - iv. 2 cost issues