

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 21 hours of field experiences.

Credits: 4 credit hours

Clock hours/ week: 4 lecture hours

Instructor: Martine Scannavino, DHSc RD LDN
Miller 16
miscanna@cedarcrest.edu
610-606-4666, ext. 3486
Office hours: By appointment

Text: **Foodservice Organizations, a Managerial and Systems Approach** (6th edition) Marion Spears, Prentice Hall, 2007

ServSafe Essentials book, Educational Foundation of the National Restaurant Association.

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

Date	Topic	Assignment
Week 1 8/27	Food Service Industry a Systems Approach	Chapter 1
Week 2 9/3	Quality Management Project Proposed facility due Abstract 1 due	Chapter 2
Week 3 9/10	Menu Planning Case Study 1”The Heart of the Matter: The Menu”	Chapters: 3
Week 4 9/17	Food Product flow and Kitchen Design Project Menu due Case study 2 – Redesign of the School Cafeteria Abstract 2 due	Chapter 4
Week 5 9/24	Procurement, receiving, storage and inventory control Exam 1 online	Chapter 5
Week 6 10/1	Production Project Recipes Due In class nutrient Analysis	Chapter 6
Week 7 10/8	Midterm Distribution & Service Meal Delivery Systems ADA Learning Module (you may stay and view in class or register and complete on your own) Case Study 3 - Follow up online discussion from ADA Module	Chapter 7
Week 8 10/15	Case study 4 – Implementing Room Service I the Hospital Setting	

Week 9 10/22	SERVSAFE Course Project Purchasing and specs due	
Week 10 10/29	SERVSAFE Course Abstract 3 Due	
Week11 11/5	SERVE SAFE EXAM	
Week 12	Management of Financial Resources Case Study 5 “Meals per Labor Hour: Interpreting the Data”	Chapter 13
11/12	HACCP Flow Chart Abstract 4 Due	
Week 13 11/19	Marketing Marketing tool of project due Exam 2 online	Chapter 14
11/26	Thanksgiving break	
Week 14 12/3	Project Presentations Final Projects DUE	
12/13	Final Exam	Comprehensive

Assignments:

NOTE: Unless the student has obtained approval from the course instructor for an extension of a due date, failure to complete an assignment by the due date will result in an automatic loss of points along with any loss of content points.

1-3 days late = 10 point reduction

4 or more days late = no points for the assignment

Field experience: 60 pts

Each student is required to complete 21 hours of practical experience in a food service facility. You must identify a food service facility (i.e. school cafeteria, long term care kitchen, soup kitchen, senior center) where you will be able to shadow the food service staff and or director as well as participate in hands on activities. While there you will be required to perform a number of course assignments associated with this activity (see Doc sharing for handouts) and keep a journal of your experiences. The two primary assignments will be a food safety audit and a facility safety audit. The results of these audits must be written into a report which will include findings and corrective actions.

The final documents must be submitted to the electronic drop box at the end of your experiences (so due dates will vary) all practical experiences and reports must be completed before November 19 (week 13 of the semester).

Discussion Board participation – 100 pts (20 pts for each discussion board class)

Discussion -

- **All students are expected to respond to the case study discussion posting.**
- **Each student is to post a case study as described in the syllabus**
- **All discussion responses must be well thought and communicative. Providing feedback and demonstrating an understanding of the subject matter: “good positing” and “I agree” are not acceptable response postings.**
- **Please keep discussion boards free of personal communications – you may use e-mail for this purpose.**

Online Exams 2 @ 10 pts – total 20 pts

Final Exam – 60 pts

Case Studies 5 @ 30 pts - total 150 pts

We will be trying something new this semester. We are experimenting with expanding our hybrid course options and replacing in class seat time with online discussion forums. These forums will address case studies which make use of the material covered in the readings for that week.

There will be 5 case studies/discussions due throughout the course. The online forum will replace the in class portion of the class on Case Study Weeks. Each individual will be required to research the problem and prepare appropriate solutions to each case scenario and post their solutions on the appropriate discussions board. After discussion and collaboration of the case study problem, you may edit and enhance your original solution and compose a more comprehensive answer for submission to the drop box

Abstracts 4 @ 15 pts – total 60 pts

There are 4 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:

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

Operations project: 150 points

Each group will be responsible for the following project:

Components of the project will be due throughout the semester to allow for comment and revision

Objectives:

1. Calculate and interpret nutrient composition of foods
2. Translate Nutrition needs into menus for individual groups
3. Determine recipe/formula proportions and modifications for volume food production
4. Modify recipe / formula for individual group dietary need
5. Apply marketing principles

Procedures:

The operations project is a way for you to apply many of the principles taught in this course. You are expected to create a fictitious on-site foodservice (hospital, nursing home, assisted living, and school) including:

1. Background:
 - a. Organizational name, mission statement, and objectives, average client, type of production system and service style. You must tour a facility like the one you present.
 - b. Facility design: identify one “green” sustainable equipment purchase and provide specs
2. Menu:
 - a. Develop a one-week menu. You must include a nutrient analysis for one day. Nutrients to include: Pro, CHO and Fat (total, sat and Trans) and 5 micro nutrients that is of greatest concern to your target population. Include rationale for these choices in final project summary.
3. Recipes:
 - a. Research and present recipes that will serve 100 people for all menu items with more than 2 ingredients for one days meals. Indicate source of recipe on each page.
4. Purchasing:
 - a. Write specifications for all items needed on chosen menu day.
 - i. Items requiring less than 1 lb. And spices do not need a specification written, but need to be listed at the end as miscellaneous items needed.
 - ii. List specifications in the following sequence:
 1. Meats, poultry eggs, fish – indicate IMP number where applicable
 2. Dairy
 3. Fresh fruits and vegetables
 4. Processed fruits and vegetables
 5. Beverages

6. Fats and oils
 7. Grocery items
 8. Convenience items
 9. Misc. items (no specs needed)
- b. Determine the amounts to purchase for all food items on chosen menu day.
 - i. Remember that some items (such as meat and fresh fruits and vegetables) have different amounts to purchase in order to get desired yield. (apply AP and EP calculations)
 - ii. List items in the same order as you did in the specifications section.
5. HACCP
 - a. Choose a prepared menu item and produce a HACCP flow chart for the production of that item. Discuss the importance of producing a HACCAP flow chart for that item.
6. Marketing:
 - a. Produce a customer feedback survey and an example of marketing in your food service.
7. Final Summary In 2-3 pages summarize your knowledge and defend your philosophy for each of the following areas addressed in your project.
 - i. Menu development
 - ii. Purchasing
 - iii. “Green” equipment

Each segment of the project will be due on designated dates throughout the semester in the assignment drop box. The work will be graded and returned to you with recommended corrections or clarifications noted. You have the opportunity to make noted changes and revise the section prior to the project due date and final grade. Portions of the project that are not received by me on the due dates are not to be included in the final piece and you will receive no points for that section.

Project Evaluation:

This project is worth 150 points:

Background:	10 points	HACCP flow Chart:	5 points
Menu:	25 points	Nutrient analysis	5 points
Recipes	20 points	Marketing	10 points
Purchasing	30 points	Presentation PPT	30 points
		Summary	15 points

The Assignment drop Box

All individual drop box submission files must be named in the following manner:

Yourlastname_assignmenttitle.doc

Therefore mine would read Scannavino_abstract1.doc

All group submissions must be named by group

Example: group1_casestudy1.doc

Be sure that all group members' names are on each assignment

<u>POINTS</u>	<u>GRADE</u>
651 +	A
630-650	A-
609-629	B+
581-608	B
560-580	B-
539-559	C+
511-538	C
490-510	C-
469-489	D+
420-468	D
Below 420	F

Teaching Methods

1. Lecture / teacher –centered discussion
2. Student – centered discussion
3. Case studies
4. Simulation
5. Student Food service observations
6. Practice/skill rehearsal
7. Practical application
8. Asynchronous discussion
9. Assignments involving researching, organizing information, and writing
10. 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 utilize APA reference/citation format. 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.

7. Students are expected to participate in online asynchronous discussions, providing well thought submissions and constructive informative critiques and responses.