RHIM 2202: INTRODUCTION TO FOOD AND BEVERAGE OPERATIONS MANAGEMENT FALL 2016

COURSE INFORMATION (SECTION D01)

Instructor: Kyungyl Jun
Office: HS 275
Office Hours: Virtual Office Hours Mondays & Tuesdays 8am – 5pm (or by appointment)

I WILL BE IN MY OFFICE TO ANSWER EMAILS DURING VIRTUAL OFFICE HOURS.

If you would prefer to visit in person or via Blackboard Collaborate, please email 24 hours in advance to make arrangements.

Email: k.jun@ttu.edu (preferred contact method)

Class Dates: August 29 – December 7, 2016
Online Mentor: Mara Driscoll, mara.driscoll@ttu.edu
Supervisor: Sheila Scott-Halsell, sheila.scott@ttu.edu
GENERAL INFORMATION

Mission of HRM: The mission of the Hospitality and Retail Management Program is to prepare professionally competent individuals who will make a contribution to the hospitality industry and to society as a whole.

Course Description: The purpose of this course is to provide students with an overview of food and beverage management in various hospitality environments. Emphasis is placed on cost controls from procurement to marketing and sales.
Please Note: This course is intended for non-majors, and is required for the online minor.

Program Outcomes: 1. Communicate effectively and appropriately (orally and in writing).
2. Prepare, maintain, analyze, and utilize financial documents and data related to hospitality management organizations.
3. Discuss, examine, and evaluate management practices in the hospitality industry.
4. Define, discuss, give examples of, and examine ethical issues related to hospitality management organizations.

Course Outcomes: This course is designed to provide you with an understanding of food and beverage operations from a strategic management perspective. Upon completion of this course, you should be able to:
1. Describe food and beverage management tasks in a variety of hospitality environments.
2. Show the importance of sanitation and safety to a foodservice operation.
3. Apply management styles at differing levels of service in foodservice operations.
4. Assess customer service and service recovery techniques.
5. Analyze and evaluate a foodservice business using standard foodservice management forms.
TEXT AND MATERIALS

Required Text:
Principles of Food and Beverage Management with Online Test Voucher (2nd ed)

Author: National Restaurant Association, Association Solutions
ISBN: 9780132742054*

* Before you purchase, check to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable.

Required Technology:
This course will be delivered through the university’s Learning Management System (LMS), Blackboard. Each student is required to have access to a computer with internet access in order to access the course. Each student is also required to have a working, university (ttu.edu) email account.

As a student of Texas Tech University, you have free access to this course’s Blackboard site. You will need to access the course regularly throughout the semester.

Assignments for this course will be submitted electronically through Blackboard, unless otherwise instructed. All submitted files must be in PDF or Word format.

COURSEWORK

Individual Journal Activities: Individual Journal Activities are module specific. These assignments are designed as individual assignments that allow personal interaction between the student and instructor.

Discussion/ Blog Activities: Discussion and Blog Activities are module specific. These assignments are designed to promote interaction between classmates, and grades are assigned to each individual based on participation.
Virtual Field Trip/ Field Reports: Virtual Field Trips will be outside specific modules throughout the course. Students will be required to prepare for and reflect on each field trip, with evidence submitted as a graded assignment. Specific requirements will be found in the assignment.

The field report will be due at a specified time during the semester. The field report due date is listed in the course schedule. The field report, and any necessary associated evidence of the associated activity, will only be accepted on the due date. Field reports are an extension of virtual field trips, and each student is responsible for turning in his/ her own report. The report should be no less than 2 pages and no more than 3 pages (excluding cover sheet), 12-pt Times New Roman font, double spaced, and 1-in. margins. Spelling, punctuation and grammar count. Field reports that are not formatted correctly (APA format) will not be accepted.

Quizzes: You will take ten quizzes worth 10 points each. Quizzes are module specific. The quizzes will cover the content in the text, module lectures, and any additional information provided in the module. Quizzes are designed to be taken individually, without the assistance of notes or textbooks. The quizzes do have a time limit.

Course Exam: You will take four course exams that cover the content in the text and module lectures. The exams consist of true/false, multiple choice, and short answer questions, and are designed so that you will apply what you have learned. You will have 50 minutes to complete each test. The exam dates are listed in the schedule for this course. Exams are open for 24 hours and do have a time limit.

STUDENTS WITH DISABILITIES ADA STATEMENT:
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary accommodations. Students must present appropriate verification from Student Disability Services during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact the Student Disability Services office in West Hall or call 806-742-2405.
COURSE ASSESSMENT AND GRADING

Welcome Module Activities 20 points
10 Individual Journal Activities 10 points ea./ 100 points total
9 Discussion/ Blog Activities 20 points ea./ 180 points total
10 Quizzes 10 points ea./ 100 points total
4 Course Exams 50 points ea./ 200 points total
3 Virtual Field Trip Activities 50 points ea./ 150 points total
1 Field Report (based on field trip) 50 points

TOTAL COURSE POINTS 800 POINTS

*Assignments will be graded, and grades posted on Blackboard, within 72 hours of the due date and time.

GRADING SCALE
A= 100% - 90% 720 – 800 points
B= 89% - 80% 640 – 719 points
C= 79% - 70% 560 – 639 points
D= 69% - 60% 480 – 559 points
F= below 60% 479 points or less
STUDENT ABSENCE
Attendance Policy
Attendance and participation in all modules and project components is strongly encouraged. This course is structured so that regular attendance and participation will be reflected in better grades.

Absences - There are NO excuses for missing a module, other than that which are listed below. If you have extenuating circumstances (other than those listed below) that may require you to miss a module, you will need to get a letter from the Associate Dean of Academic Affairs (located in the College of Human Sciences Dean’s office) that is addressed directly to the course instructor.

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<thead>
<tr>
<th><strong>Excused Absences</strong></th>
<th><strong>Make-Up Requirement</strong></th>
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<tbody>
<tr>
<td>University-related event with letter of proof (road show, etc.)</td>
<td>Assessments complete within seven (7) days of absence.</td>
</tr>
<tr>
<td>Observance of Religious Holy Day (see below)</td>
<td>Assessments complete within seven (7) days of absence.</td>
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Absence due to University-related Event:
1. A University-related event may include any event or activity which is organized, sponsored and/or funded by Texas Tech University or TTUHSC.

2. Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips or at events must notify the student's instructors of the departure and return schedules at least seven (7) days prior to the trip or event. A student who is absent from classes due to a University-related trip or event shall be allowed to take an examination or complete an assignment scheduled for that day within seven (7) days after the absence.

3. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily within the time allowed.
Absence due to Observance of a Religious Holy Day:
1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.

2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor seven (7) days prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within seven (7) days after the absence.

3. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily within the time allowed.

ACADEMIC INTEGRITY
Student Conduct:
Responsible citizenship among college students includes honesty and integrity in course work, regard for the rights of others, and respect for local, state, and federal laws as well as campus standards. Specific standards concerning the rights and responsibilities of students and registered student organizations at Texas Tech University are contained in the Code of Student Conduct and Student Handbook. Students are expected to become familiar with and abide by these standards. The Code of Student Conduct and Student Handbook may be obtained from the Office of Student Judicial Programs, Student Union, or by calling 806-742-1714.

ACADEMIC MISCONDUCT
Academic Dishonesty:
Texas Tech University is committed to a high standard of integrity and therefore, academic honesty is expected. On exam days, you can expect to put your bags, backpacks, purses, caps, cell phones, PDAs, and pagers in the front of side of the classroom. If you are uncomfortable with handling your possessions in this way, please leave them at home.

“Academic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act deigned to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.”
Since dishonesty harms the individual, fellow students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension at the university level.

Anti-plagiarism software may be utilized to determine plagiarism issues with any work submitted electronically. The academics and profession of the Restaurant, Hotel, and Institutional Management program, and the Department of Hospitality and Retail Management (HRM), require the highest academic integrity and ethical standards. As such, HRM has a zero tolerance policy relating to any instance of academic dishonesty listed above. Students are expected to know and understand the definitions of cheating, plagiarism, and collusion found in the Texas Tech University Catalog: (p.50).

Plagiarism:
Plagiarism occurs when a student submits work that is not his or her own. This includes copying from printed materials, websites, or from other people. Any assignment containing plagiarized material will automatically be graded as zero. Plagiarism may also result in failing the entire course or dismissal from the HRM program as outlined above. Students who do not thoroughly understand methods of proper documentation should request assistance from the instructor. The TTU Library has a resource on avoiding plagiarism.

RESOLVING STUDENT ISSUES:
Should a student encounter an issue in the course, the following chain of authority should be followed and not circumvented:
1. Students should first discuss the issue with the instructor of the course in an attempt to resolve the issue;
2. If the issue is not resolved, or the issue is of a matter that the student is not comfortable discussing with the instructor, the student should contact the Department Chair of Hospitality and Retail Management, Dr. Shane C. Blum.
3. Only after discussion has been exhausted with the above authorities should the student contact the Associate Dean for Students in the College of Human Sciences, Dr. Mitzi Lauderdale.
4. The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. Should the student be dissatisfied with the outcome of discussions with the above authorities, the student may visit the Ombudsman in room 237 of the Student Union Building, or call 742-4791.
STUDENT GUIDANCE FOR EMERGENCY SITUATIONS
In the unlikely event of an emergency, the university has provided the following guidance for individual students:

Evacuation:
1. Calmly and quietly walk to the nearest exit.
2. Do not use elevators.
3. Follow instructions of emergency personnel, i.e. policemen or firemen.

Fire:
1. If it is safe to do so, activate the closest fire alarm.
2. Evacuate to the designated evacuation area.
3. Call 9-911 and report the location and nature of the fire.

Flood:
1. Do not enter any flooded area. i.e., basement, first floor, vaulted area, etc.
2. Minor Flooding: Call the Physical Plant and report the location and nature of the leak.

Medical Emergencies:
1. Dial 9-911 and report the nature of the illness or injury and the location of the emergency.
2. Stay with the victim until help arrives if there is no immediate danger to yourself.

Tornado or Other Weather Threat Alarms:
1. Take cover at the lowest level of the building. If an underground shelter is not available, move to an interior room or hallway on the lowest floor and get under a sturdy piece of furniture. Avoid places with wide-span roofs such as auditoriums, cafeterias or large hallways.
2. Stay away from windows.
3. If outdoors take cover, if possible, inside a building. If shelter is not available or there is no time to get indoors, lie in a ditch or low lying area or crouch near a strong building.
4. After the tornado passes, remain alert for signs of additional tornados and or flash/flooding.

Violence on Campus
1. Report any suspicious behavior or threats of any sort to your supervisor or instructor as soon as possible.
2. Do not attempt to resolve violent outbursts or outrageous acts of behavior yourself. Report such incidents to your supervisor or instructor as soon as possible. If violent activities are occurring immediately call 9-911 and report them to emergency personnel.
3. At the scene of any violent incident, attempt to move to a secure area as soon as possible and follow the instructions of the emergency personnel who respond to the incident.
STUDENT RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are:

TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential support on campus.)
TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.)
Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.)
The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a range of resources and support options focused on prevention education and student wellness.)
Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/tpd/ (To report criminal activity that occurs on or near Texas Tech campus.)