RHIM 4312 SYLLABUS

FOOD & BEVERAGE OPERATIONS MANAGEMENT // FALL 2016

Course Instructor: Kyungyul Jun
Office: HS 275
Office Hours: Virtual Office Hours Mondays & Tuesdays 8am – 5pm
*I will be available 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 GPTI Mentor Mara Driscoll, mara.driscoll@ttu.edu
Supervising Professor Donna J. Fickes, donna.j.fickes@ttu.edu

Mission
The mission of the Restaurant, Hotel, and Institutional Management program is to prepare professionally competent individuals who will make a contribution to the hospitality industry and to society as a whole.

Program Learning 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.
5 / Comprehend the social, multicultural, and environmental dimensions of issues facing professionals in hospitality management.

Catalog Description
An overview of the roles and responsibilities of managers in food and beverage operations in hospitality business, including cost/inventory control, sales promotion, and profits.

Prerequisite: ‘C’ or better in RHIM 2210; RHIM major, minor, or concentrations only; junior standing.

Course Learning Objectives
1 / To provide an overview of the management of food and beverage operations. (PLO3, PLO4, PLO5)
2 / To study the role of the manager as the primary control of food and beverage operations. (PLO2)
3 / To understand the responsibilities of the manager in food and beverage operations. (PLO1, PLO3, PLO4, PLO5)
4 / To analyze methods for improving the financial performance of food and beverage operations. (PLO2)
5 / To examine issues affecting the establishment of food and beverage operations (PLO1, PLO2, PLO3, PLO4, PLO5)
Text and Materials

- The Restaurant Manager’s Handbook by Douglas Robert Brown
  (required text/ purchased from Barnes & Noble in the SUB or online)
- Other course materials provided through Blackboard

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.

COURSE POLICIES

Classroom Behavior/ Online Netiquette

Students are expected to assist in maintaining an online learning environment that is conducive to learning. In order to assure that all students have an opportunity to gain from their time spent in the online classroom, please follow the Netiquette guidelines set forth by the university when interacting with other students, and the instructor, online.

Netiquette refers to “Network Etiquette”. It is the way one should behave when sending email, posting to threaded discussions, or chatting online.

Here are some basic rules to help you get the most out of your online learning:
- **ALL CAPS IMPLIES THAT YOU ARE SHOUTING** - Please do not do this!
- Watch your “tone” - it’s written, not verbal communication. It can be very easy to misinterpret someone’s meaning online.
- Check your spelling - Always!
- Make your messages easier to read by making your paragraphs short and to the point.
- Never “say” anything that you would not want posted on the wall of a face to face classroom, because it could be!
- Behave as you would in a face-to-face classroom.
- Remember there is a real live person at the other end reading your posts and email. Treat them with respect.
- Foul language, insults and harassment are not tolerated (just as it would not be tolerated in a face to face classroom).
- Think about what you have written before you submit it.
Attendance Policy
While attendance is not regulated in the online classroom, it is still very important to your success in the class. Please check the class on Blackboard regularly. Know when modules open and close. Know when assignments and assessments are due, and plan to complete them BEFORE the due date and time.

You will be working in teams to complete projects in this class. Review the team assignments individually, then discuss a “plan of attack” with your teammates. Frequent, regular communication with team members will help your team succeed in the execution of the project. Attendance is strongly encouraged. This course is structured so that regular attendance will be reflected in better grades.

It is also a good idea to have a plan in place for how you will complete assignments, assessments, and team project components on Blackboard IF you experience a technological problem. As with any technology, Blackboard is not infallible, and neither are you. It is your responsibility to have a backup plan for completing work on time, even if you experience problems with Blackboard, your computer, etc.

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.

Grading Policy
Grading for RHIM 4312 will be based upon a point system out of a possible 900 points:

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<thead>
<tr>
<th>Grade</th>
<th>Points (ea.)</th>
<th>Total</th>
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<tbody>
<tr>
<td>Exams</td>
<td>50</td>
<td>150</td>
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<tr>
<td>Quizzes</td>
<td>15</td>
<td>90</td>
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<tr>
<td>Individual Journal Assignments*</td>
<td>15</td>
<td>90</td>
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<tr>
<td>Individual Discussion Board Posts*</td>
<td>30</td>
<td>150</td>
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<tr>
<td>Individual Written Assignments</td>
<td>10</td>
<td>60</td>
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<tr>
<td>Team Communication (Wiki’s, Blogs)</td>
<td>20</td>
<td>80</td>
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<td>Team Menu Assignment</td>
<td>50</td>
<td>50</td>
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<td>Team Feasibility Analysis</td>
<td>100</td>
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<td>Team Presentation</td>
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<td>Peer Evaluation</td>
<td>30</td>
<td>30</td>
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<td>Welcome Module Activities</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>900</strong></td>
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Grading Scale:  
A = 92% and above  
B = 83% - 91%  
C = 74% - 82%  
D = 65% - 73%  
F = Below 65%

Preparation: It is the students’ responsibility to read the corresponding information from the text PRIOR to viewing lecture and proceeding through module assignments and assessments. The course schedule outlines the modules and information that will be covered each week.

Blackboard: Blackboard will be the electronic and grading hub of the course. Students will be able to access their grades at any time by logging on to Blackboard and clicking on “My Grades.” Students are responsible for making sure they can access Blackboard and for checking the site regularly for updated information. For assistance with Blackboard, consult the links under the “Login to Blackboard” button at http://www.blackboard.ttu.edu. For help resolving technical difficulties, contact TTU IT Help Central at (806)742-HELP (4357).
**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.

**Coursework**

**Exams:** You will take three unit exams that will cover the content in the textbook and lecture. Exams are T/F, Multiple Choice, and Fill-in or Short Answer. You will have 50 minutes to complete each exam. Exam dates are listed in the schedule for this course.

**Quizzes:** You will take 7 quizzes worth 15 points each. Only 6 of the 7 quizzes will be used for cumulative grading purposes. However, it will not be announced which quizzes count until the end of the course. The quizzes will cover the content in the textbook and lectures, and any additional information provided in each module. Quizzes are designed to be taken individually, without the assistance of notes or textbooks. The quizzes do have a 20 minute time limit.

**Individual Journal Assignments:** Students are asked to respond to course content in individual journal assignments. You will have 7 journal assignments worth 15 points each. Only 6 of the 7 journals will be used for cumulative grading purposes. However, it will not be announced which journals count until the end of the course.

**Individual Discussion Board Posts:** Students are asked to participate in module discussions, both by posting a thread in the discussion, and by responding to other student’s posts in the discussion. You will contribute to 6 discussions worth 30 points each over the duration of the course. Only 5 of the 6 discussions will be used for cumulative grading purposes. However, it will not be announced which discussions count until the end of the course.

**Individual Written Assignments:** Students are asked to complete 6 writing assignments worth 10 points each. These assignments are explained further in their corresponding modules.

**Team Communication:** You are expected to work with your team members to complete several assignments over the duration of the course. The assignments will give specific instructions on how and where to communicate with your team (Blackboard Wiki, Blackboard Blog). Properly following the directions, and communicating and contributing effectively, will earn you 20 points per assignment. Failure to communicate in the proper place, or to contribute effectively, will result in a loss of all or some of these points.

**Team Assignments:** You are expected to work with your team members to complete three written and/or oral assignments over the duration of the course. The assignments range in value from 50 to 100 points. All team members will receive the same grade for written assignments, while team members will be graded individually for oral assignments. Due dates and times for all assignments can be found in the course schedule.

**Peer Evaluation:** Team members will have the opportunity to evaluate their teammates at the conclusion of the course. The evaluations will be carefully considered and assigned a graded point value, from 0 to 30.

**Welcome Module Activities:** During the first few days of class, students will experience sample assignments and assessments meant to acquaint them with the class. Successful completion of all Welcome Module activities will earn the student 50 graded points. Failure to complete all activities will result in a loss of all or some of these points.
**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.

“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 PFP 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:

- Students should first discuss the issue with the instructor of the course in an attempt to resolve the issue;
- 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.
- Only after discussion has been exhausted with the above authorities should the student contact the Associate Dean for Student in the College of Human Sciences, Dr. Mitzi Lauderdale.
- 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 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/ttpd/ (To report criminal activity that occurs on or near Texas Tech campus.)

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.