
USF Sarasota-Manatee - Substantive Undergraduate Course Proposal Form

1. College/School Contact Information

<u>Tracking Number</u> 48	<u>Date & Time Submitted</u> 2016-01-14 14:23:02.0	
<u>Discipline</u> Hotel/Restaurant Management	<u>College/School</u>	<u>Budget Account Number</u> 380600004
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2. Course Information

<u>Prefix</u> HFT	<u>Number</u> 3263	<u>Full Title</u> Restaurant Management	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)	<u>Grading Option</u> Regular	

Abbreviated Title (30 characters maximum)
Restaurant Management

5. Prerequisites

HFT 3003; FSS 3231

6. Corequisites

HFT 3424

7. Co-Prerequisites

8. Course Description

Management of food and beverages as they relate to planning, production, supervision and cost control in restaurants and catering food services, with emphasis on techniques of food preparation, menu merchandising, food safety, bar services and wine lis

9. New Course Information

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> N/A
Is the course title variable?		N
Is a permit required for registration?		N
Are the credit hours variable?		N

New Credit Hours
N/A

New Section Type
Class Lecture (Primarily)

New Grading Option
Regular

New Abbreviated Title (30 characters maximum)
N/A

12. New Prerequisites
HFT 3003; and FSS 3231
13. New Corequisites
N/A
14. New Co-Prerequisites
N/A
15. New Course Description
N/A
16. **Justification**

A. Nature of change(s)

Remove HFT 3424 Hospitality Cost Control as a prerequisite. Currently, two other courses are also prerequisites (HFT 3003 and FSS 3231). The CHTL department agreed to remove HFT 3424 as a prerequisite. As discussed in a previous department meeting, cost control knowledge is not needed for successful completion of HFT 3263. Cost control topics are discussed in HFT 3263 at a surface level only. This course is not required for accreditation.

B. Indicate how this course will strengthen the Undergraduate Program.

Students will be given more freedom to register for HFT 3263 earlier. The two remaining prerequisites are sufficient for student success.

C. What specific area of knowledge is covered by this change that is not covered by courses currently listed.

Cost control topics are discussed in HFT 3263 at an intro surface level. Not taking HFT 3424 before HFT 3263 should not effect their performance in HFT 3263

D. What is the need or demand for this course? {Here you must indicate if this course is part of a required sequence in the major} What other programs would this course?

Ability for student to register for HFT 3263 earlier in their program. This will give the students the opportunity to be more successful in completing their coursework on time.

E. What qualifications for training and/or experience are necessary to teach this course?

Masters or PhD in Hospitality Administration or equivalent and industry experience.

F. What will be the effect of this change on the program and on the students? Do you plan to drop a course if this change is made? (If dropping/deleting a course please complete the nonsubstantive course change form.)

No course will be discontinued.

17. Other Course Information

A. Objectives

1. Explain the planning and marketing strategies for successful restaurants 2. Indicate the knowledge and skills associated with restaurant operations and human resources

B. Learning Outcomes

1. Compare and contrast chain, franchised and independent restaurants. (aligns to PLOs 1,4) 2. Describe the advantages and disadvantages of buying, building and franchising restaurants. (aligns to PLOs 1,4) 3. List and describe the various kinds and characteristics of restaurants. (aligns to PLOs 1) 4. Formulate appealing menus. (aligns to PLOs 1,3) 5. Identify factors to consider when developing a restaurant and why a restaurant concept might fail. (aligns to PLOs 1,2) 6. Forecast restaurant sales, develop budgets and income statements, cash flow statements and control procedures for managerial decision making. (aligns to PLOs 1,2,4,5)

C. Major Topics

1. Restaurant planning and marketing 2. Food and beverage production strategy 3. Human resources and supervision in the restaurant industry

D. Textbooks

The Restaurant Form Concept to Operation 7th ed.2011 Author: John R. Walker, Publisher, John Wiley and Sons.

18. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca, moraca@sar.usf.edu.
