

School of Environmental & Biological Sciences  
 Stephanie Sullivan, RD  
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**Lectures:** Monday and Wednesday 3:55-5:15 PM, Food Science Building FS-109

**Office Hours:** Monday 2:30-3:30 PM, Davison Hall Room 209, also by appointment

**Required Text:** Management by Menu-4<sup>th</sup> ed. By Lendal H. Kotschevar and Diane Withrow  
 Online copy of text can be found in resources folder in course website on Sakai

**Course Description:** Prerequisite: 11:709:344

This course aims to provide the development of foundation knowledge and skills needed for entry- level dietitians in the foodservice management role.

**Learning Objectives:** Upon completion of this course, students will be skilled in the following areas:

1. Effectively apply a systems approach to management skills within a foodservice setting
2. Practical experience in menu and kitchen design, marketing and business unit functions
3. Competency in purchasing, budgeting policies and employee relations in the food service industry

Date	Topic	Assignment
9/7	Course overview and expectations; team project guidelines	
9/12	Foodservice management review and RD role, group division	Chapters 1&2
9/14	Management of Foodservice Systems; Regulatory environment	
9/19-9/28	Management by Menu-The Primary Control	Chapters 3-6 Draft Vision Essay due 9/28
10/3-10/10	Producing the Menu	Chapters 7-11 Draft market research, demographics and menu due 10/10
10/12-10/24	Layout and Design of Foodservice Facilities	Draft menus, recipes and costing due 10/24
10/26-11/2	Foodservice Accounting	Chapter 12 <b>Mid Term Exam due 11/2</b>
11/7-11/9	Foodservice Accounting; Productivity	Draft equipment layout, draft feasibility, final vision due 11/9
11/14-11/16	Management of Human Resources	Draft budget, sales report, inventory list due 11/16
11/21-12/5	Management Functions No class 11/23	Draft labor schedule and operating budget due 11/21 Draft business plan, marketing plan due 11/30
12/12	Wrap Up	<b>Final Exam due 12/12</b>

## Grading Matrix

2 Exams	200 Points
Attendance, class and group participation, quizzes	50 Points
Vision essay	25 Points
Market research and demographics	25 Points
Menu design, recipes, costing, sales projections	50 Points
Business plan, labor schedule, operating budget	50 Points
Facility and interior design	50 Points
Marketing plan and tools	25 Points
Quality of presentation, organization of all materials	<u>25 Points</u>
<b>Total</b>	<b>500 Points</b>

450-500 Points = A  
 425-449 Points = B+  
 400-424 Points = B  
 350-399 Points = C+  
 325-349 Points = C  
 300-324 Points = D  
 Below 300= F

## Academic Integrity

As a student of Rutgers University you are responsible for understanding and abiding by the university's principles of academic integrity. Visit: <http://academicintegrity.rutgers.edu/academic-integrity-policy/> for more information. This policy will be strictly enforced.

## House Keeping

Attendance in class is required; your attendance is strongly recommended. You will be responsible and held accountable for ALL information disseminated in class. If you must miss a class for some reason you should make arrangements with a classmate to exchange notes. Attendance will be taken at each meeting will count toward your grade.

I strongly suggest that you read the assigned materials and do the necessary research prior to class, so that you will be better prepared to participate in discussion and ask pertinent questions.

You will have two take home exams throughout this course. Where required you must show all work in the space provided, or on additional paper and in a neat fashion. The work must support your answer. If there are no calculations or the calculations do not support your answers they will be marked incorrectly.

The balance of the grade will be the various components of the group projects. How well you work within your group will also be taken into consideration while grading final projects. Group dynamics can be challenging, and it is important that everyone pull their weight equally so that the group as a whole can excel. The project approach to this material will challenge you to collaborate as a group to achieve a common goal. This experience should help prepare you for the challenges of management and leadership in the world of business and foodservice management.

This schedule is subject to change. You will be notified in advance of any schedule changes or guest speaker and consultant visits.