

## **Management of Foodservice Systems (3 credits)** **11:709:349**

**Instructor: David Walters**

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**Office hours:** By appointment

*NOTE: The best way to reach me is by email. Please put Systems management Class in the subject line. If you do not receive a response from me within 24hrs please re-send.*

**Lectures:** Monday & Wednesday 3:55-5:15pm, CDL-102

**Pre-requisites:** 11:709:344

**Course Description:** Purchasing policies as related to food equipment in the food service industry. Study of quantity kitchen layout, systems approach to resource management, and financial control.

**Course website:** [sakai.rutgers.edu](http://sakai.rutgers.edu) (Management Food Service Systems F17)

**Required Textbook:** Management by Menu, 4<sup>th</sup> edition by Lendal H. Kotschevar and Diane Withrom. (Online book version located on Sakai under "Resources" folder)

**Course Objectives:** Development of foundation knowledge and skills needed for entry-level dietitians in the area of foodservice management.

After course completion students will be able to:

- 1) Effectively apply management skills and competency in a foodservice setting.
- 2) Analyze and critically evaluate management ideas in developing and designing foodservice venue.
- 3) Function as a productive member of the foodservice team.
- 4) Understand business and marketing skills in the foodservice setting.

### **2017 Core Knowledge for the RDN (KRDN) – Standards for the Didactic Programs in Dietetics:**

Rutgers University Department of Nutritional Sciences undergraduate Didactic Program in Dietetics is accredited by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics (AND). The following ACEND Core Knowledge aptitudes are included within the curriculum of this course:

KRDN 2.1: Demonstrate effective and professional oral and written communication and documentation (Final Restaurant Project both written and oral presentation)

KRDN 4.1: Apply management theories to the development of programs or services (i.e., Marketing Plan and Tools Restaurant Project).

KRDN 4.2: Evaluate a budget and interpret financial data (i.e., Recipe Costing & Sales Projections Restaurant Project).

KRDN 4.4: Apply the principles of human resource management to different situations (i.e., Financial Plan & Sales Projections Restaurant Project).

KRDN 4.5: Describe safety principles related to food, personnel and consumers (i.e., Final Restaurant Project [focus on flow of good, design/layout of food establishments])

KRDN 4.6: Analyze data for assessment and evaluate data to be used in decision-making for continuous quality improvement (i.e., Final Restaurant Project [feasibility and marketing research]).

### **Academic Integrity**

As a student of Rutgers University, you are responsible for understanding and abiding by the university's principles of academic integrity. For more information about the academic integrity policy, visit: <http://academicintegrity.rutgers.edu/integrity.shtml>. These policies are strictly enforced!

### **Course Evaluation**

Midterm	100 Points
Final Exam	100 Points
Attendance and Participation in class (May include quizzes)	50 Points
Vision Essay	25 Points
Market Research	30 Points
Menu Design, Recipes, Costing, Sales projections	65 Points
Business plan, Labor Schedule, operating budget	40 Points
Facility Design and interior design board	50 Points
Marketing plan and tools	20 Points
Quality of presentation, organization of all materials	20 Points
	= 500 Points

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

### **Class Schedule\***

<b>CLASS /DATE</b>	<b>TOPIC</b>	<b>ASSIGNMENT</b>
1 / 1.23	Course overview, assignments, group project, grading, handouts Form groups by start of next class, 4-5 in each group	Text Ch. 1 & 2
2 / 1.28	Foodservice Management, review what we know Class Discussion-Checklists Get into groups, choose Leader, Choose preliminary name of restaurant. Vision Statement description	
3 / 1.30	Management of Foodservice Systems; Review regulatory environment of food service Refresh from Quantity foods Regulatory environment, A little history.	
4 / 2.4	Management of Foodservice Systems; Present Market research, Midterm exam available Post	<b>- Draft Vision Essays Due, 1<sup>st</sup> draft</b>
5 / 2.6	Management by Menu-The Primary Control Menu layout and design choices PP Menu structure for project. PP	Text Ch. 5, 6, 7, 8, 11
6 / 2.11	Producing the Menu Layout design review Menu pricing / costing Excel menus PP Mistakes	<b>Draft market research,</b>
7 / 2.13	Producing the Menu Layout design review Menu pricing / costing	
8 / 2.18	Review questions for midterm exam Demographics	
9 / 2.20	Recipes, Pricing, Costing Menu review, Sales Mix, Estimated Sales	
10 / 2.25	The Business plan and Feasibility study Blue Fish Grill Explanation	<b>Draft Menu Due</b>
11 / 2.27	Review costing and value. Recipe corrections Review General Recipe Mistakes Ppt. presentation	
12 / 3.4	Facility design preliminary	<b>Recipes, Costing Due</b>
13 / 3.6	Layout and Design of Foodservice Facilities Tour of Neilson TBD	<b>Draft feasibility Due</b>

14 / 3.11	Work on designs and layouts	<b>Menus, Due</b>
15 / 3.13	Foodservice Accounting Budgets Formatted Budget PP Set Price Location guidelines	<b>Mid-Term Exams Due</b>
16 / 3.25	Foodservice Accounting Sales Customer counts, Menu Mix, Income. Budget. Exam Return Review	Text Ch. 12
17 / 3.27	Group Meetings review designs. The Operating Plan, Business Plan, and Feasibility Study. Post Final Exam	<b>- Draft layouts,</b>
18 / 4.1	Foodservice Accounting- continued. Marketing Plan, Review Sales Customer counts, Menu Mix,	<b>- Draft Feasibility Study Due</b>
19 / 4.3	Management of Human Resources/ Productivity Scheduling Open Close times!	<b>-Final vision,</b>
20 / 4.8	Management of Human Resources/ Budgets review in class	<b>-Sales reports, Labor schedule Due</b>
21 / 4.10	Management of Human Resources/	
22 / 4.15	Final exam review	<b>-Draft Budget Due</b>
23 / 4.17	Go over presentation sheets, Grades, Pics, Reminder Peer evaluations on Day	<b>-Draft Operating/Business/Feasibility Study Due\ `</b>
24 / 25/ 4.22 4.24	We will use the room on these days for group meetings and meeting with me as a group to consult with you on your projects. I anticipate no lectures just meetings <b>Will accept exams on Day 26</b>	
26 / 4.29	Open review, Peer Evaluations	
27 / 5.1	<b>Projects Due, Project Presentations Final exam handed in upon arrival</b>	<b>Final layouts, and design boards due in class, presentation day.</b>

\*This schedule is subject to change. You will be notified in advance of any schedule changes.

### **Attendance and Participation**

Class attendance is required; thus, your attendance is strongly recommended. **You will be responsible and held accountable** for **ALL** information disseminated in class. If you must miss a class, you should make arrangements with a classmate to exchange notes. Keep in mind that attendance and class participation count toward your final 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.

### **Exams**

Your exams will be take home. You may collaborate in study groups to complete the homework assignment if you choose. Where required you **must show your work** in the space provided, or on additional paper. The work must support your answer. Your Math answer must be **underlined**. If there are no calculations or the calculations do not support your answers they will be marked incorrectly. If you have poor handwriting, I suggest you type your homework. **I will not grade exams that I am unable to read. Your math should be complete and legible. Do not, I repeat, do not hand in exams with crossed out answers.**

### **Grades**

Sakai is a course management system used for many course related activities including a platform for students to view their grades. It is your responsibility to know your exam and assignment scores. The correct grade is always on your handed back exams and assignments. The balance of your grade will be the various components of the team projects. (Project criteria will be posted.)

I have purposely built **flexibility in the schedule** to be able to adapt and adjust as needed. You will have team meeting times in most classes. I have provided numerous study materials, slides and links. However, this is not an online course. Therefore, I will be providing information in lectures and class discussions that will not be found elsewhere.

