**Term Information**

Effective Term: Spring 2017

**Course Change Information**

What change is being proposed? (If more than one, what changes are being proposed?)
Removing CSHSPMG 2700 and 2710 prerequisites

What is the rationale for the proposed change(s)?
To simply registration process for students both in major and the proposed minor. Additionally, course content in 2700 and 2710 is not required for successful competition of 3700 course.

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
No implications

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

**General Information**

- Course Bulletin Listing/Subject Area: Consumer Sci: Hospitality Mgt
- Fiscal Unit/Academic Org: Department of Human Sciences - D1251
- College/Academic Group: Education & Human Ecology
- Level/Career: Undergraduate
- Course Number/Catalog: 3720
- Course Title: Food Service Management
- Transcript Abbreviation: Food Serv Manag
- Course Description: Identification of the crucial elements involved in the successful operation of a foodservice enterprise and demonstrate their inter-relationships. Special emphasis will be on customer service and employee development.
- Semester Credit Hours/Units: Fixed: 3

**Offering Information**

- Length Of Course: 14 Week, 12 Week, 8 Week, 7 Week, 6 Week, 4 Week
- Flexibly Scheduled Course: Never
- Does any section of this course have a distance education component? No
- Grading Basis: Letter Grade
- Repeatable: No
- Course Components: Lecture
- Grade Roster Component: Lecture
- Credit Available by Exam: No
- Admission Condition Course: No
- Off Campus: Never
- Campus of Offering: Columbus
Prerequisites and Exclusions

Prerequisites/Corequisites

Prereq: 2600 (1600), or enrollment in Human Nutrition:Dietetics major.

Previous Value

Prereq: 2600 (1600), 2700 (350.01), and 2710, or enrollment in Human Nutrition:Dietetics major.

Exclusions

Not open to students with credit for 551.

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 52.0904
Subsidy Level Baccalaureate Course
Intended Rank Junior, Senior

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes

• Student will understand the challenges of operational flow in various categories of foodservice operations
• Student will explain the management functions that oversee purchasing, production, food safety, sanitation and customer service
• Student will identify key concepts in employee selection and training to ensure correct foodservice skill standards are met
• Student will describe and employ characteristics of good customer service as well as concepts of how to handle customer complaints

Content Topic List

• Foodservice systems models and operating practices
• Impact of external forces on the ability to prepare and serve food from government regulation to food sources and costs
• The menu—the primary control tool of a foodservice enterprise
• The flow of food from purchasing to production to service
• Analyzing hazards of food production and developing controls to ensure a safe product
• The internal and external customer
• Developing and maintaining Front-of-House and Back-of-House employees
• Measuring and improving employee productivity through food production and customer service controls
• Characteristics of good customer service from fast food to fine dining
• Dealing with customer complaints and empowering employees

Attachments

• CSHSPMG 3720 Bartley AU17.pdf
  (Syllabus. Owner: Bujicic,Milos)
Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
<th>Step</th>
</tr>
</thead>
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<td>Bujisic Milos</td>
<td>11/01/2016 08:11 PM</td>
<td>Submitted for Approval</td>
</tr>
<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
<td>11/08/2016 09:56 AM</td>
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<td>Pending Approval</td>
<td>Odum,Sarah A. Zircher,Andrew Paul Warnick,Bryan R. Achterberg,Cheryl L</td>
<td>11/08/2016 09:56 AM</td>
<td>College Approval</td>
</tr>
</tbody>
</table>
Instructor: Kim Bartley
Vice President
White Castle Management
MBA
The Ohio State University
Phone: 614-559-2684
OSU: bartley.50@osu.edu

Syllabus Guidelines and Support
- Course is organized in weekly modules that can be accessed through Carmen/Canvas.
  - www.carmen.osu.edu
- Each module will contain all of the materials for that week (e.g. assignments, power point slides).
- All assignments are submitted through Canvas and all communication is done electronically.
- Academic Support
  - YouTube video on Studying tips https://youtu.be/IlU-zDU6aQ0
  - Getting started with Canvas: https://resourcecenter.odee.osu.edu/canvas/getting-started-canvas-students
  - How to navigate in Canvas: https://resourcecenter.odee.osu.edu/canvas/getting-started-canvas-students
  - Canvas Resource Center: https://resourcecenter.odee.osu.edu/canvas

Course Description
A review and exploration into the critical elements of successful foodservice enterprise and the relationship between management, customers and teams. Special emphasis on the impact of customer satisfaction and profitability.

Prerequisites: 2600 (1600), or enrollment in Human Nutrition: Dietetics major.

This class runs concurrently with HM 3730. Discussions questions asked are based on theories in the book for this class. Your experiences in your field experience (3730) will need to be referenced to answer questions.

Course Goals: This course will introduce students to the fundamentals and changing dynamics of the hospitality industry by providing background and understanding of the elements crucial to the service profit chain of success.

1. Understand the operational flow in various categories of food service operations
2. Explain the management functions that oversee purchasing, production, food safety, sanitation and customer service
3. Identify key concepts in employee selection and training to ensure correct foodservice skill standards are met
4. Describe and employ characteristics of good customer service as well as concepts of how to handle customer complaints
Please read this syllabus; it contains important information.

Course Objectives:
Following successful completion of this course, the student should be able to:
C1. Understand the profit triggers of a P & L
C2. Identify best practices for hiring and team building
C3. Know critical factors to successful customer satisfaction in food service
C4. Define the interaction between leadership, happy teams and great word of mouth

Required Course Materials –
*Restaurant Success by the numbers* by Roger Fields, 2014, second edition
*Setting the table* by Danny Meyer, 2006, first edition – This book will be the foundational book for the class.

Optional Materials
A list of blogs, magazines and business books will be provided at start of first class for use during the semester.

Rules /Policies for Exams/Quizzes
- Assignments are to be submitted via Carmen only; other outlets will not be accepted
- Assignments and tests are to be submitted on time; *late assignments or tests will not be accepted*
- Make up tests will only be allowed with a written medical excuse that coincides with date of exam; instructor must be contacted via email within 2 days of exam
- Extra credit: opportunities are made available throughout the semester at the discretion of the instructor;

Email Etiquette:
- The university’s official mode of communication is via university email. Students must use their buckeyemail when emailing their professor, and faculty will use their OSU email when emailing students.
- Please reference the course number in the subject line
- Please allow 2 business days for a response (note: if your email question is sent at the last minute it may not be possible to send you a response before an assignment is due or a test is given)
- If emailing about a grade, please note grades and feedback will be posted within 2 weeks of due date listed in Carmen

Netiquette (do’s and don’ts of online communication):
- Be thoughtful that others can and will view discussion posts; please refrain from using inappropriate language
- Respect opinions of others
- Do not plagiarize… ensure you represent your own thoughts and use your own words. Any student that plagiarizes will be reported to Committee of Academic Misconduct.

Technology
- This class will require internet access and access to Carmen
- Students must be proficient with navigating Carmen and posting discussions and taking exams on Carmen; Carmen tutorials can be found online at [https://resourcecenter.odee.osu.edu/carmen/getting-started-students](https://resourcecenter.odee.osu.edu/carmen/getting-started-students)
- Carmen technical support can be reached via email at 8help@osu.edu or via telephone at 614-688-HELP

Assignments
Assignments may be turned in BEFORE the due date. The following criteria must be met:

- All parts should be completed for credit
- The assignments must be turned in prior to the deadline (please allow extra time for technical glitches that might arise) or by midnight of date deadline
- No spelling or typographical errors (Please proof read your work)
- Assignments must be presented in a professional manner
- All resources are found in CARMEN. www.carmen.osu.edu

All questions or comments throughout the term can be submitted through the email (with the subject heading: CSHM 3720). A response will be provided within 2 business days. Please check your email often. Any urgent information concerning the class will be sent to you via your OSU email account. Any announcements, tips, assignment reminders/clarification, etc. will be posted on Carmen. Therefore, it is recommended to check the Announcements in Carmen at least 1-2 times per week.

Course Requirements and Grading: As in business, the company is rewarded for the performance of the teams, there will be a grade given for group engagement and outcomes of the class.

- This class/team engagement grade will represent 30% of the individual grade and is based on the following and represent 150 points of total grade:
  1. Participation at each class demonstrated by giving opinions and thoughts out loud and in person as a part of team exercises planned for each week.
  2. Participation will be judged on articulation of the team/group’s discussions.
  3. Rotating the Leader is essential as he/she will be assigned to summarize in single paragraph (3-5 sentences) obtaining sign off by other team members prior to submission on Carmen.

Papers:

There will be 4 papers assigned throughout the semester to assess learning and comprehension of main topics. Each paper will be worth 50 points.

Content will be from textbooks, PowerPoint’s, industry reading.

Grade requirements – in addition to the group engagement score, the student may achieve another additional 300 points as follows:

1. 3 papers – 150 points
2. Final ‘exam’ be worth 50 points
3. Class engagement grade – 300 points

Total points: 500 points

Grading scale:
Final grades will be based on the OSU Standard scheme:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
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<tr>
<td>D+</td>
<td>67-69</td>
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<tr>
<td>D</td>
<td>60-66</td>
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<tr>
<td>E</td>
<td>59% or less</td>
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</tbody>
</table>

Extra credit: Throughout the course opportunities for ‘extra credit’ will be shared for those who want to manage their grade expectation and achieve more than the assignments, or group engagement points will demonstrate. This list will be shared with everyone as those opportunities arise.

Expectations for Student Conduct and Participation
Since this is a web-based course/internship, students are expected to complete and turn in all assignments in a timely manner through the CARMEN. Within the first two days of class, students should review Content in Carmen, including syllabus, calendar and other resources available.

Students should feel free to address instructor by Kim (first name). All emails should have the course referenced in the subject line (3720). Failure to do so will result in a delayed response. Otherwise,
please allow 2 business days for a response.

Discussions will be graded 2 weeks from the deadline stated on the syllabus. Exams will be graded automatically after submission.

**Academic Integrity (Academic Misconduct)** – Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s *Code of Student Conduct*, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s *Code of Student Conduct* and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s *Code of Student Conduct* is never considered an “excuse” for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

1. The Committee on Academic Misconduct web pages ([COAM Home](#))
2. *Ten Suggestions for Preserving Academic Integrity* ([Ten Suggestions](#))

*Eight Cardinal Rules for Academic Integrity* ([http://www.northwestern.edu/provost/policies/academic-integrity/index.html](http://www.northwestern.edu/provost/policies/academic-integrity/index.html))

**Office of Disability Services Statement:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

**Diversity Statement:** The College of Education and Human Ecology affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

The College of Education and Human Ecology is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the College seeks to develop and nurture diversity, believing
that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches of the University’s community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, health status, or veteran status.

Statement of Student Rights: “Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations.” (http://ods.osu.edu/)

Grievances statement: According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlines in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union.”

INTELLECTUAL PROPERTY

Course Audio and Video Recording
Video or audio recording of classes without the explicit written permission of the instructor/professor is a violation of the Code of Student Conduct or Students who wish to record their classes must first obtain written permission of the instructor/professor. Otherwise, such recording constitutes a violation of the Code of Student Conduct

Student Generated materials
Any materials generated by a student(s) is copyrighted. Permission must be obtained to use these materials other than the intended purpose inside the course.

Course materials
These materials are copyrighted and are owned by the author. Copyrights have been secured or they are considered fair use inside/for the course but this does not apply to uses outside of the course.

Mental Health Statement: A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the OSU Counseling and Consultation Services (614-292-5766; http://www.ccs.ohio-state.edu) for assistance, support and advocacy. This service is free and confidential.

Academic Support
YouTube video on Studying tips https://youtu.be/IlU-zDU6aQ0
Getting started with Carmen: https://resourcecenter.odee.osu.edu/carmen/getting-started-students
How to navigate in Carmen: https://resourcecenter.odee.osu.edu/carmen/tips-navigate
Carmen Content Support: https://resourcecenter.odee.osu.edu/carmen/content-students

<table>
<thead>
<tr>
<th>Week</th>
<th>Assigned Reading/Video</th>
<th>Class participation and instruction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Syllabus; Human Resource Management and Supervision – Read pages 5-25</td>
<td>In class survey will be given to determine student’s familiarity with terms and industry experience</td>
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<tr>
<td>Week 2</td>
<td>Ending 9/4</td>
<td>Systems thinking for restaurant success – Hiring for success</td>
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<td>Week 3</td>
<td>Week ending 9/11</td>
<td>The application ‘do’s and don’ts’</td>
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<tr>
<td>Week 4</td>
<td>Ending 9/18</td>
<td>“Orientation and Training”</td>
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<tr>
<td>Week 5</td>
<td>Ending 9/25</td>
<td>Feedback systems and compensation planning</td>
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<tr>
<td>Week 6</td>
<td>Ending 10/2</td>
<td>Teamwork and resolving conflict</td>
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<tr>
<td>Week 7</td>
<td>Ending 10/9</td>
<td>The business in the kitchen – the menu</td>
</tr>
<tr>
<td>Week 8</td>
<td>Ending 10/16</td>
<td>Food Cost management</td>
</tr>
<tr>
<td>Week 9</td>
<td>Ending 10/23</td>
<td>Labor Scheduling</td>
</tr>
<tr>
<td>Week 10</td>
<td>Ending 10/30</td>
<td>The kitchen design</td>
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</table>
| Week 11 | Ending 11/6  
Measures of success | Restaurant Success by the Numbers – chapter 11 | The rules of success start with the team;  
*Paper assignment:* Describe 2 experiences with customer service and satisfaction with it. One positive and one less than satisfied. No more than 2 pages due by EOD, 11/5. |
|---|---|---|
| Week 12 | Ending 11/13  
The customer journey | Setting the table – chapter 11 | Group teams will practice customer service problem solving |
| Week 13 | Ending 11/20  
Customer Service success | Setting the table – Chapter 12 and 13 | Describe the various types of food service operations, who are their customers and how might they be differently serviced. |
| Week 14 | Ending 11/27 | Review for final paper | No assignment due - Happy Thanksgiving! |
| Week 15 | Ending 12/4  
Putting it all together | From Event planning to chain restaurants to contract feeders - - listen to the experts | Leaders from the food service discuss their careers |
| Week 16 | 12/15 (Tuesday) | | |