COLLEGE OF
THE ROCKIES

HOSP-240 – Restaurant Operations

Business

Effective Term & Year: Fall 2022
Course Outline Review Date: 2026-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course will give students a basic understanding of the management processes involved in food and beverage restaurant operations. Further discussions will familiarize the students with a variety of restaurant concepts, design considerations and product positioning. The students will develop skills in various aspects of food and beverage operations including basic leadership principles, human resources, restaurant marketing, menu planning and execution and cost control.

Program Information:

This course is required for the completion of the Hospitality Management Diploma.

Delivery Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	15
Practicum/Field Experience	
Co-op/Work Experience	

Other	
Total	60

Course Requisites:

- Complete all of the following
    - Earned a minimum grade of C- (55%) in each of the following:
        - HOSP135 – Beverage Operations (3)
        - HOSP220 – Food and Beverage Cost Controls (3)
    - Serving it Right certificate & Food Safe I certificate.

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see https://www.bctransferguide.ca/ or https://transferalberta.alberta.ca . For more transfer credit information, please visit https://www.cotr.bc.ca/Transfer

All requests for course transfer credit from institutions in British Columba or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Walker, J. R., (2018). *Restaurant Concepts, Management, and Operations* (8th ed). Wiley.

Please see the instructor's syllabus or check COTR's online text calculator https://textbook.cotr.bc.ca/ *for a complete list of the currently required textbooks.*

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- Investigate and report on the emerging restaurant industry trends and innovations with a focus on the Canadian restaurant.
- Describe how key factors (e.g. restaurant concept, style and location) have an effect on the success of a restaurant.
- Evaluate a selection of restaurant menus to determine their suitability for a specific target market based off restaurant location with potential profitability in mind.
- Be familiar with the functions of and be able to use a Point Of Sales system in a restaurant setting.
- Develop food and beverage purchasing specifications, keeping sustainability in mind.
- Summarize how the restaurant menu is used as a marketing tool to influence market conditions, including reference to elasticity of demand.
- Differentiate between leadership styles and indicate which would be most suitable for restaurant operations.
- Describe the role of the restaurant manager in human resources management, within a restaurant setting, at each step of the employee cycle.
- Analyze financial information in a restaurant to evaluate the financial success of the restaurant business.
- Apply acquired knowledge by using restaurant management simulation software to practice running a restaurant.

Course Topics:

- Introduction to restaurants
    - History of the restaurant industry
    - Different management structurers
    - Trends in restaurant operations
    - Different types of restaurants
- Concept, location and design
    - Defining a restaurant concept
    - Restaurant location criteria for success
    - Considerations and decisions from concept to opening
- Menu considerations
    - Menu concept considerations
    - Menu trends
    - Menu engineering
    - Pricing strategies
    - Point of sales systems
- Food purchasing

- - Food and beverage product standards
  - Purchasing requirements
  - Sustainable purchasing
- Business and marketing plan
  - Sales strategies
  - Potential market assessment
  - Competitive analysis
- Leadership and management
  - Styles of leadership
  - The nature of restaurant leadership
  - Restaurant policies and procedures
  - Licencing requirements
  - Human resources considerations
  - Food and beverage cost control

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Class discussion and participation	10%
Restaurant concept design & marketing assignment	25%
Restaurant managing analysis assignment	25%
Restaurant simulation – Lab assignment	10%
Midterm Exam	15%
Final Exam	15%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A minumum grade of C (60%) is required for credit towards a diploma in Hospitality Management.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior

approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at https://cotr.bc.ca/about-us/college-policies/ and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.