

COURSE CODE: BUAD 215

COURSE TITLE: Restaurant Management

Calendar Description

This course provides a broad understanding of management theory and practice in the restaurant industry. The course covers aspects of restaurant marketing, service delivery, menu design and engineering, site selection, and facility design. The course introduces students to the concepts and practices related to cost controls from purchasing to sales.

Prerequisite(s): None

Co-requisite(s): BUAD 111

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: N/A

Transfer Credit: Yes

Special Notes: Students with credit in BUAD 207, BUAD 218, or HOSP 236 cannot take BUAD 215 for additional credit

Credits: 3

Hours per Week: 3

Originally Developed: May 2013

EDCO Approval: March 2014

CHAIR'S APPROVAL:



Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Identify** and describe target markets for a restaurant concept.
 - 2 **Choose** and cost menu items suitable for a restaurant concept and target audience.
 - 3 **Apply** menu design and engineering concepts to create an effective menu.
 - 4 **Apply** site selection criteria to identify appropriate restaurant locations.
 - 5 **Use** design and layout concepts to create an effective restaurant layout.
 - 6 **Apply** the four-step control process to each stage of the restaurant inventory cycle.
 - 7 **Apply** critical cost concepts and ratios in the control process.

Course Objectives

- Objectives This course will cover the following content
See weekly Course schedule

Professors

Name	Phone Number	Office	Email
Craig Norris-Jones (Course Captain)	ext. 4905	B-207	CNorrisJones@okanagan.bc.ca
David Knapp	ext. 4116	B-207	dknapp@okanagan.bc.ca

Evaluation Procedure

Course Exercises (Individual)	15 %
Quizzes (2 x 10%)	20%
Term Project (Team)	35%
Exam (Individual)	30 %
Total	100 %

Course Policy on the use of Artificial Intelligence

Generative AI tools are not permitted in any case

The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Required Materials

John R Walker, Eighth Edition, Restaurant Concepts, Management and Operations
ISBN 978-1-119-32610-6 Textbook is available in the Kelowna Campus Bookstore and on-line.

Notes

Course Exercises (15%)

Your courses exercises grade will be calculated based on completion of a series of exercises and in-class assignments. Grades assigned to each exercise vary depending on the size and complexity of the exercise. Final exams will only be rescheduled in accordance with College policy as set out in the OC calendar; inconvenience to the student is not a valid reason for rescheduling an exam.

Term Project (35%)

To give students the opportunity to develop a restaurant concept of their choice, the Portfolio is one project divided into 5 parts and a final presentation, each worth 10% of your final grade and each with its own deadline. Portfolios will be completed in teams of 4-5.

In-class Quizzes (20%)

The two in-class quizzes (worth 10% each) will be constructed from textbook material, lectures, homework, potential guest speakers and other activities in the course.

Final Exam (30%)

The final exam will be constructed from textbook material, lectures, homework, potential guest speakers and other activities in the course.

There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed because of failure to attend class is the responsibility of the student. Students may be required to pay for travel and expenses related to site visits and/or field trips.

There will be a 10% per day loss of total potential marks for late work up to a maximum of 3 days. After 3 days, the work will NOT be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 Week:		Monday, January 6, First day of class Monday, February 17, Statutory Holiday (no classes) Feb 18 – 21 Mid-Semester Study Break (no classes) April 11, Last day of regularly scheduled classes April 15 – 29, Final exam period	Chapter(s):
Jan 7	1	Introduction Concept, Location, & Design Why Restaurants Fail/Succeed	Ch. 1, 2 & 3
Jan 14	2	Marketing Plan and Menu Complete in-class exercise #1 (Library Research)	Ch. 4 & 5
Jan 21	3	Leadership and Management Submit Term Project – Part One: Research & Concept (Jan 24)	Ch. 6
Jan 28	4	Planning & Equipping the Kitchen Quiz #1 (Ch 1 – 5) In-class	Ch. 7
Feb 4	5	Purchasing, Control Processes, Receiving, Storage and Issuing Submit Term Project – Part Two: Location & Site Mapping (Feb 7)	Ch. 8
Feb 11	6	Income Statements and Budgets Leasing and Financing Complete in-class exercise #2 (Income Statement & Budget) Feb 14	Ch. 9
Feb 18		No classes: Mid-Semester Study break	
Feb 25	7	Bar and Beverage Quiz #2 (Ch 6 – 9) In-class Complete in-class exercise #3 (Certification) Feb 21 Submit Term Project – Part Three: Menu Design (Feb 21)	Ch. 10
Mar 4	8	Calculating Food Cost & Sales Price / Recipe Costing Complete in-class exercise #4 (Essay: “The Restaurateur” & “The Founder”) Feb 28	Ch. 11
Mar 11	9	Production and Sanitation Submit Term Project – Part Four: Facility Layout & Design (Mar 7)	Ch. 12
Mar 18	10	Organization, Recruiting & Staffing	Ch. 13
Mar 25	11	Training & Service	Ch. 14
Apr 1	12	Term Project Presentations – Part Five and Final Exam Prep	
Apr 8	13	Term Project Presentations – Part Five and Final Exam Review	
		Final Exam Period: April 15 - 29	

Note: This outline is a guideline only. It is subject to change by the Professor.

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct and Academic Honesty

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating, and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.