

**COURSE CODE:** TOUR 215

**COURSE TITLE:** Restaurant Management

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### **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:** BUAD 215

**Graduation Requirement:** Tourism Management Diploma - Elective

**Transfer Credit:** Yes

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

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** September 2018

**EDCO Approval:** November 2018

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**CHAIR'S APPROVAL:** 

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## 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  
Classes: Thursdays 8:00 am – 10:50 am (HS-107)

## Professors

Name	Phone Number	Office	Email
David Knapp (Course Captain)	ext. 4116	K-B207	<a href="mailto:dknapp@okanagan.bc.ca">dknapp@okanagan.bc.ca</a>

## Evaluation Procedure

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Course Exercises (Individual)	15 %
Term Projects (Groups)	50 %
Exam (Individual)	35 %
<b>Total</b>	<b>100 %</b>

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## 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 Text book 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 (50%)

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.

### Exam (35%)

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 as a result 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
2024 Week:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class	Chapter(s):
Sep 5	1	Introduction Concept, Location, & Design Why Restaurants Fail/Succeed	Ch. 1, 2 & 3
Sep 12	2	Marketing Plan and Menu <b>Complete in-class exercise #1</b>	Ch, 4 & 5
Sep 19	3	Leadership and Management <b>Submit Term Project - Part One (Sep 28)</b>	Ch 6
Sep 26	4	Planning & Equipping the Kitchen	Ch. 7
Oct 3	5	Purchasing, Control Processes, Receiving, Storage and Issuing <b>Submit Term Project - Part Two (Oct 12)</b>	Ch. 8
Oct 10	6	Income Statements and Budgets Leasing and Financing Submit Term Project - Part Two <b>Complete in-class exercise #2</b>	Ch. 9
Oct 17	7	Bar and Beverage <b>Complete in-class exercise #3</b> <b>Submit Term Project - Part Three (Oct 26)</b>	Ch.10
Oct 24	8	Calculating Food Cost & Sales Price Recipe Costing <b>Complete in-class exercise #4</b>	Ch. 11
Oct 31	9	Production and Sanitation <b>Submit Term Project - Part Four (Nov 9)</b>	Ch. 12
Nov 7	10	Recruiting/Staffing/Training/Service Term Project Presentations - <b>Part Five</b>	Ch. 13
Nov 14	11	Term Project Presentations - <b>Part Five</b> and Final Exam Prep	
Nov 21	12	Term Project Presentations - <b>Part Five</b> and Final Exam Prep	
Nov 28	13	Term Project Presentations - <b>Part Five</b> and Final Exam Review	
Dec 5	14	Final Exam Review	
Dec 10	13	Final Exam Period: December 10 <sup>th</sup> - 20 <sup>th</sup>	

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](http://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, 6<sup>th</sup> 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.