

INTRODUCTION TO FOOD & BEVERAGE MANAGEMENT
HMGT 1102
Fall 2023

Instructor:	Michael Krondl	Course Section:	E502
E-Mail:	mkrondl@citytech.cuny.edu	Class schedule:	Thursdays, 6:00-8:30
Phone	718-260-5630 (HMGT office)	Location:	N206
Office:	N200	Class Hours:	3
Office Hours:	Thursday, 3:00-4:00	Lab Hours:	0
		Credits:	3

Department Mission Statement

The Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

Program Learning Outcomes

To graduate students who

1. identify and demonstrate skills relevant to the operational areas of hospitality management. (PLO #1)
2. utilize the dynamics of collaboration in diverse settings. (PLO #2)
3. demonstrate effective communication skills. (PLO #3)
4. exhibit the analytical and social skills essential for success in the global workplace. (PLO #4)
5. value and integrate lifelong learning, civic engagement, ethical reasoning, and social responsibility. (PLO #5)

Course Description

A two-part foundation for food and beverage management, focusing on culinary math and procurement methods. The culinary math component focuses on accurate measurement, portion controls, recipe conversions, product yields and inventory methods. Current market and procurement trends are explored, with an emphasis on product identification.

Prerequisites

Eligibility for ENG 1101 or ENG 1101CO or ENG 1101ML; Eligibility for MAT 1190 or MAT 1190CO or higher

Course Objectives

Upon completion of HMGT 1102, the student will be able to

- a. Comprehend basic culinary math concepts of measurement, portion control and recipe conversion
- b. Recall and describe product yields, inventory, and procurement methods
- c. Identify and classify industry food and beverage products and supplies

Student Learning Outcomes	Method of Assessment
a. Apply and demonstrate basic culinary math concepts of measurement, portion control and recipe conversion (HMGT: Skill and Knowledge, Gen Ed: Knowledge; PLO #1)	Culinary math assignments, culinary math check-ins, weekly class participation
b. Restate and explain product yield, inventory and procurement methods (HMGT: Knowledge)	Reading responses, procurement assignments, food & media assignment, purchasing and ethics investigation, weekly class participation, weekly writing prompts, final quiz
c. Identify and classify commonly used industry food and beverage products and supplies (HMGT: Knowledge, Skill; PLO #1)	Menu item presentation, <i>NY Times</i> essay, procurement assignments, purchasing investigation, weekly class participation, weekly writing prompts, quizzes

Grading Procedure

Purchasing, Sustainability and Ethics Investigation	
Product Fact Report–draft one	5%
Product Fact Report–final draft	5%
Statement of Ethical Concerns & Presentation of Findings	5%
Procurement and Product ID quizzes (3 at 5 pts. ea.)	15%
Culinary Math Quizzes (3 at 5 pts. ea.)	15%
Culinary Math Assignments (2 at 5 points ea.)	10%
Trade Publication Summary-Reaction paper	5%
Greenmarket Assignment	
(Greenmarket Blog)	5%
(Ingredient presentation)	5%
Spec Sheet	5%
Class Reflections & Class Participation	10%
Anna Nurse Assignment	5%
Homework	10%
Total	100%

Assignments

Quizzes: Utilizing the texts and class work as a foundation, there will be covering procurement /product identification and culinary math. Lecture discussion and current events will also be included. Quizzes will be a combination of multiple choice, fill in the blank and/or short essay. For best performance, students should:

- Read all assigned material
- Stay up to date with current events that affect the hospitality industry

There are no make-up quizzes for in class quizzes unless there is a health or other serious reason that that a student is officially excused from attending class.

Greenmarket Reaction Blog: Visit a Greenmarket and write a description on OpenLab using the guideline specified in the assignment handout. Students will be expected to:

- Provide a reaction to their personal experience
- Describe the type of market in detail
- Communicate using standard English
- Choose an item from the market and present it to class in the context of procurement and purchasing for the industry.

Trade Publication Summary-Reaction Paper: Following the guidelines specified in the assignment handout, students will be expected to:

- Summarize an article
- Provide a reaction to the information as it relates to the hospitality industry
- Communicate using APA format

Spec sheet assignment:

- Students will create a spec sheet based on a standardized menu

Purchasing, Ethics, and Sustainability Case Study: Following guidelines specified in the assignment handout, students will be expected to:

- Produce a first and final draft fact report on an assigned ingredient in APA style
- Generate a statement of ethical concern
- Present findings

Homework and Class Participation: Throughout the semester, there will be various homework assignments and in-class activities. Students will be expected to:

- Complete all assignments on time as directed by the instructor
- Participate in classroom discussions and activities
- Show up on time, attend all classes
- Follow the college guidelines regarding electronic devices. Students using these devices without express permission of instructor forfeit that day's participation grade.
- Most classes will begin with an in-class reflection on material covered in the previous class and selected readings. These reflections will not be available 10 minutes after class has started.

Anna Nurse Culinary Workshop Memo: Students will be expected to:

- Attend at least one Anna Nurse Culinary Workshop on a Thursday during club hours
- Summarize the highlights of the workshop
- Write in memo format

Culinary Math Assignments – students will complete math work based on practical kitchen-math, scaling exercises, and use of Excel spreadsheets

Class Reflections – students reflect on material in assigned reading and previous class

Grading System

A	93 – 100
A-	90 – 92.9
B+	87 – 89.9

B	83 – 86.9
B-	80 -- 82.9
C+	77 – 79.9
C	70 – 76.9
D	60 – 69.9
F	59.9 and below

Required Text

Garlough R. *Modern food service purchasing: Business essentials to procurement*. Delmar Cengage, 2011. ISBN for e-book 9781133168362. One option:

https://www.amazon.com/Modern-Food-Service-Purchasing-Procurement-ebook-dp-B00B7KKUS4/dp/B00B7KKUS4/ref=mt_other?_encoding=UTF8&me=&qid=

or (CHEAPER!)

<https://www.cengage.com/c/modern-food-service-purchasing-business-essentials-to-procurement-1e-garlough/9781418039646PF/>

New York Times Wednesday “Food” section

Suggested Texts and Readings

National Public Radio’s food blog

<https://www.npr.org/sections/thesalt/>

Cherry Bomb has a wide variety of content, including a food-based podcast show

<https://cherrybombe.com/food-for-thought>

Gastropod looks at food through the lens of science and history.

<https://gastropod.com>

Rubric

Greenmarket Item Presentation Rubric					
Student Name _____		Course _____			
Section _____					
	Performance Indicator				Student's Score
	1. Unacceptable	2. Acceptable	3. Good	4. Excellent	
Value of Material Presented	Little value, material not educational or informative	Small value, some information but could have been more educational	Was educational, informative, gave insight to audience	Highly educational, very informative	
Verbal Delivery	Mispronounced words, no evidence of research in how to pronounce unknown words, ineffective delivery	Somewhat ineffective but there is evidence of preparation	Effective and evidence of thoughtfulness and planning	Polished delivery, clearly prepared and professional delivery, very informative	
Organizational Structure, Order or Slides, Flow of Presentation	No apparent reasoning applied, lack of structure	Some structure but could have been more orderly	Slides were logical and made for a smooth delivery	Slides were methodical and made for a smooth and polished and professional delivery	

Selected Bibliography

- Scheule & Frye. (2019). *Introductory foods: What's new in culinary & hospitality*, (15th ed.). Pearson.
- Feinsten, A.H. & Stefanelli, J.M. (2017). *Purchasing: Selection and procurement for the hospitality industry (9th ed.)*. John Wiley & Sons.
- Gosling, S. & Hall, C.M. (2022). *The sustainable chef: The environment in culinary arts, restaurants and hospitality*. Routledge.
- Hayes, D. K. & Ninemeier, J.D. (2019). *Purchasing: A guide for hospitality professionals*. Prentice Hall.
- Solomon, M. (2018). *The heart of hospitality: Great hotel and restaurant leaders share their secrets*. Select Books.

Class Meeting Schedule

	Date	Lecture Topic	Required Reading Due	Assignment Due
1	Aug 31	<ul style="list-style-type: none"> • Overview and Expectations of Course • Economics 101 • Introduction to Food Procurement 		
2	Sep 7	<ul style="list-style-type: none"> • selection & procurement • introduction to units: weight <i>Greenmarket Blog assigned</i> <i>Shopping for dairy assigned</i>	<i>Modern Food Service Purchasing (MFSP) p. 5-7. See "Readings" on Open Lab</i>	Bring in restaurant menu Access textbook Sign up for Open Lab
3	Sep 14	<ul style="list-style-type: none"> • Movie • Taking notes exercise • introduction to units: volume • Trade Summary Reaction Paper assigned • Weight exercise • Scale demo • In class weight review 		Shopping for dairy homework Prep for in-class units quiz: weight
4	Sep 21	<ul style="list-style-type: none"> • purchasing skills • Ordering Process and Inventory Control • practical weights and measures • Discuss movie • Review Trade pub. 	Read <i>NYT</i> : "That Dinner Tab Has Soared"	Prep for in-class units quiz: volume Reading response on Open Lab
5	Sep 28	<ul style="list-style-type: none"> • Algebra Review • Recipe Conversions • Menu design • Standardized recipes 	Online exercises	Trade Publication Paper due
6	Oct 5	<ul style="list-style-type: none"> • Recipe Costing • Excel basics • Determining need • Greenmarket Blog assigned 	Excel basics tutorial Read MFSP 46-7	Convert to usable measure homework on BB
7	Oct 12	<ul style="list-style-type: none"> • Ethics project assigned • Ethics discussion • Conversion and Costing review • Intro to specs 	<i>MFSP 67-71</i> See "Readings" on Open Lab	Excel exercise on BB In-class recipe conversion quiz
8	Oct 19	<ul style="list-style-type: none"> • Comparison & Component Tasting (chocolate) 	See "Readings" on Open Lab	In-class recipe costing quiz
9	Oct 26	<ul style="list-style-type: none"> • Comparison & Component Tasting (apples) • Processed Foods and Groceries • Produce 	See "Readings" on Open Lab	Midterm grades posted Excel assignment due
10	Nov 2	<ul style="list-style-type: none"> • Eggs, Dairy Products • Ethics workshop 	See "Readings" on Open Lab	Procurement quiz 1 Ethics paper draft one due
11	Nov 9	<ul style="list-style-type: none"> • Meat, Poultry • Marine Products 	Meat Inspection See "Readings" on Open Lab	
12	Nov 16	<ul style="list-style-type: none"> • Spec sheet assignment discussion 		Greenmarket Blog due Procurement quiz 2

13	Nov 30	<ul style="list-style-type: none"> • Sugar and Spice • Sustainability, Politics, Cost 	See “Readings” on Open Lab	Sustainability paper draft 2 due
14	Dec 7	<ul style="list-style-type: none"> • Purchasing trends • SWOT analysis of the future of procurement 	Assigned reading: procurement trends	Spec sheet assignment due
15	Dec 14	<ul style="list-style-type: none"> • Wrap up • Spec sheet review • Ethics presentations 		Procurement quiz 3 Anna Nurse due

Diversity and Inclusive Education Syllabus Statement

This course welcomes students from all backgrounds, experiences and perspectives. In accordance with the City Tech and CUNY missions, this course intends to provide an atmosphere of inclusion, respect, and the mutual appreciation of differences so that together we can create an environment in which all students can flourish. It is the instructor’s goal to provide materials and activities that are welcoming and accommodating of diversity in all of its forms, including race, gender identity and presentation, ethnicity, national origin, religion, cultural identity, socioeconomic background, sexuality and sexual orientation, ability, neurodivergence, age, and etc. Your instructor is committed to equity and actively seeks ways to challenge institutional racism, sexism, ableism and other forms of prejudice. Your input is encouraged and appreciated. If a dynamic that you observe or experience in the course concerns you, you may respectfully inform your instructor without fear of how your concerns will affect your grade. Let your instructor know how to improve the effectiveness of the course for you personally, or for other students or student groups. We acknowledge that NYCCT is located on the traditional homelands of the Canarsie and Lenape peoples.

Student Accessibility

Qualified students with disabilities, under applicable federal, state, and city laws, seeking reasonable accommodations or academic adjustments must contact the Center for Student Accessibility for information on City Tech’s policies and procedures to obtain such services. Students with questions on eligibility or the need for temporary disability services should also contact the Center at The Center for Student Accessibility:

<http://www.citytech.cuny.edu/accessibility/>

Professionalism and Participation

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

NYC College of Technology Statement on Academic Integrity

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

As stated in the Academic Integrity Policy Manual,

"academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

The complete text of the College Academic Integrity Policy Manual may be found on the College website.

The Use of Artificial Intelligence and Large Language Models

The use of artificial intelligence (AI) and large language models (LLM) is strictly prohibited in all coursework and assignments unless explicitly permitted by the instructor. This includes, but is not limited to, the use of AI-generated text, speech, or images, as well as the use of AI tools or software to complete any portion of a project or assignment. Examples of prohibited software are Chat GPT, Google Bard, and similar. Any violations of this policy will result in disciplinary action, up to and including a failing grade for the assignment or course. The class goal is to encourage critical thinking and creativity, and the use of AI can distract from and sabotage this objective. Students are expected to use their own (human) intelligence, research, and analysis to complete coursework.

Statement of Classroom Behavior

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem – free of fear, humiliation, intimidation, offensive or suggestive language.

Use of Electronic Devices

The use of cellular phones and audio equipment in all academic and study areas of the college is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

Writing Style Statement

The hospitality management department requires that all written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. This includes editorial formats, abbreviations, use of statistics, graphs, citations and references. Visit the City Tech Library website for APA Style Guides.

MS Office Suite Assignment Submission Guidelines

Students are expected to use MS Office Suite including Outlook, Word, PowerPoint and Excel unless otherwise stated. Students are entitled to a subscription, which is available through the CUNY Portal or Blackboard.

HM Department Calendar -attached