

INTRODUCTION TO FOOD & BEVERAGE MANAGEMENT
HMG T 1102
Fall 2023

Instructor	Claire Stewart	Class Number	21607	Section	D408
E-mail	cstewart@citytech.cuny.edu	Day	Thursday		
Phone	718-260-5647	Location	N206		
Office	N200	Time	8:30-11:00 a.m.		
Office Hours	Thur 11:00-12:00 Fri 9:00-11:00	Class Hours	3		
		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 HMG T 1102, the student will be able to

- a. Comprehend basic culinary math concepts of measurement, portion control and recipe

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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 (HMG T: Skill and Knowledge, Gen Ed: Knowledge; PLO #1)	Culinary math assignments, culinary math check-ins, weekly class participation, final quiz
b. Restate and explain product yield, inventory and procurement methods (HMG T: Knowledge)	Reading responses, procurement assignments, purchasing and ethics project, market visit review, weekly writing prompts, final quiz, product trend project
c. Identify and classify commonly used industry food and beverage products and supplies (HMG T: Knowledge, Skill; PLO #1)	Menu exploration assignment, procurement assignments, Anna Nurse Workshop, purchasing and ethics project, product trend presentation, weekly class participation, weekly writing prompts, final quiz

Grading Procedure

Purchasing and Ethics Project	
Product Fact Report- Part 1	5%
Statement of Ethical Concerns-Part 2	5%
Presentation of Findings- Part 3	5%
Reading Responses (10 at 1 pt. ea.)	10%
Final Quiz (includes math)	5%
Culinary Math Check-ins (2 at 2. 5 pts. ea.)	5%
Culinary Math Assignments (2 at 5 points ea.)	10%
Procurement Assignments (2 at 2. 5 pts. ea.)	5%
Product Trend Presentation	5%
Weekly Writing Prompts (15 at 1 pt. ea.)(includes math)	15%
Weekly Class Participation (15 at 1 pt. ea.)(includes math)	15%
Market Visit Review (selfie = 2 pts+ responses= 3 pts)	5 %
Menu Exploration Assignment	5 %
Anna Nurse Workshop/.Food and Media	5%

Assignments

Purchasing and Ethics Project- a comprehensive investigation into the ethics surrounding the way food is procured for the hospitality industry with an emphasis on sustainability

Reading Responses- short written reactions to the week’s assigned textbook readings

Final Quiz- written quiz covering the culmination of information gathered throughout the semester

Culinary Math Check-Ins- short in-class math quizzes covering culinary math and practical food

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measurement

Culinary Math Assignments– in-class math work based on practical kitchen-math, scaling, and measurement exercises

Procurement Assignments-Excel-based exercises exploring food and beverage purchasing practices within the HMGMT industry, including inventory control and food storage

Product Trend Presentation- A visual and oral presentation in which the student investigates a particular food product and shares their findings with the class. In-class participation is required. Rubric attached

Weekly Writing Prompts- students create written responses to instructor’s weekly prompts, including overview of math and measurement. Students must attend the entire class session to be eligible for prompt’s credit

Weekly Class Participation-students will be expected to participate in class proceedings, including math and measurement exercises. Students are expected to be present for the entire class session

Market Visit Review - students visit a previously-unfamiliar market place and write a review in which they discuss the items on sale as well as customer service and aesthetics of the business. Students will post a selfie of themselves at the location prior to the due date

Menu Exploration Assignment- a visual and oral student analysis of menus from various establishments with an emphasis on seasonality of ingredients and practicality of food procurement and execution

Anna Nurse Workshop or Food and Media Assignment- students attend a departmental Anna Nurse workshop and create a memo based on their experience. An alternative is that students listen to a food-related podcast and write a reaction paper

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.

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

or

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

New York Times Wednesday “Food” section

Suggested Texts and Readings

New York City College of Technology, CUNY
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 The Museum of Food and Drink has both archived and upcoming video lectures
<https://www.mofad.org/online-programming>

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/radio-cherry-bombe>

Rubric

Food Trend 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	
Proficiency with Media Presentation Well-Formatted, Spell-Checked	Did not follow guidelines at all	Partially followed guidelines	Followed guidelines	Followed guidelines, very presentable to professional audience	

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.

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Gossling, 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

Week	Date	Topics	Assignment Due	Product Identification
1	Aug 31	Introductions & Overview of Course Expectations, Syllabus review, Netiquette, Intro to Blackboard		
2	Sept 7	Introduce Ethics & Purchasing Project, students choose item, Vocabulary of HMGMT, Food Literacy	-Send me e-mail via City Tech e-mail -Order textbook -Math Check-In #1	HERBS AND TOMATOES
3	Sept 14	Methods of Procurement, Math & Measurement	Product Fact Report (Part1) Reading Response #1	GRAINS
4	Sept 21	Recipe Conversion, Specs	Math Check-In #2 Reading Response #2	FRUIT
5	Sept 28	Mission Statements, Group Work	Statement of Ethical Concerns (Part 2) Reading Response #3	GARLIC, ONIONS, AROMATICS
6	Oct 5	Menu Design	Math Assignment #1 Reading Response #4	POTATOES
7	Oct 12		Pres.of Findings (Part 3) Reading Response #5	DRIED SPICES, SALTS
8	Oct 19	Inventory Control, Par Levels, Storage	Reading Response # 6 Math Assignment #2	OLIVES AND OLIVE OIL
9	Oct 26	Plant-Based Food Items		THICKENERS, FATS
10	Nov 2	Food and Beverage Trends	Procurement Assignment #1 Reading Response #7	LETTUCES, MUSHROOMS
11	Nov 9	Meat & Game, Inspection Food Trend Item Selected	Procurement Assignment #2 Reading Response #8	SWEETENERS, VANILLA, FLAVOR EXTRACTS
12	Nov 16	Marine Products, Regulation, Sustainability	Reading Response #9 Menu Exploration Assignment	VINEGARS
13	Nov 30		Food Trend Presentations PowerPoint created and shared	
14	Dec 7	Dairy, Ice Cream, Cheese, Eggs	Reading Response #10 Anna Nurse/Food & Media	DAIRY, CHEESE
15	Dec 14		Final Quiz Market Visit Review	COFFEE, TEA

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.

Statement of Classroom Behavior

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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