

**INTRODUCTION TO FOOD & BEVERAGE MANAGEMENT  
HMGT 1102 Fall 2017**

<b>Instructor</b>	Michael Krondl	<b>Course Section</b>	LC06
<b>E-mail</b>	MKrondl@citytech.cuny.edu	<b>Day</b>	Wed
<b>Phone</b>	718-260-5630 (HMGT office)	<b>Location</b>	Namm 206
<b>Office</b>	Namm 200	<b>Time</b>	8:30 – 11:00 a.m.
<b>Office Hours</b>	Wednesdays 11:00- 12:00	<b>Class Hours</b>	3
		<b>Credits</b>	3

**Course Description**

A two-part foundation for food and beverage management 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.

**Course Objectives**

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

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

<b>Student Learning Outcomes</b>	<b>Method of Assessment</b>
a. Apply and demonstrate basic culinary math concepts of measurement, portion control and recipe conversion (HMGT: Skill and Knowledge, Gen Ed: Knowledge)	Culinary math practical and written examination, class participation and homework
b. Restate and explain product yield, inventory and procurement methods (HMGT: Knowledge)	Procurement & product identification quizzes, class participation
c. Identify and classify commonly used industry food and beverage products and supplies (HMGT: Knowledge, Skill)	Procurement & product identification quizzes, group project, summary reaction papers, class participation and homework

**Course Requirements/Assessment**

10 points	Homework Math assignments (2 at 5 points each)
20 points	Culinary math examination
5 points	Trade Publication Summary-Reaction paper
5 points	Smorgasburg Reaction paper
10 points	Meals, Guests and Neighbors project
15 points	Procurement & product identification quizzes (3 at 5 points each)
20 points	Food Truck Project (15 points will be earned in a group project, 5 points in a single item spec sheet completed by each student)
5 points	Anna Nurse Culinary Workshop Memo
10 points	Class participation, including class reflections

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**100 points TOTAL POINTS**

**Quizzes:** Utilizing the texts as a foundation, there will be take-home quizzes as well as quizzes administered during class hours 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. For take-home quizzes, they are available on Blackboard after class. Absence from class is not an excuse for handing in take-home quizzes.

**Smorgasburg Reaction Blog:** Visit the Smorgasburg food market in Williamsburg or Brooklyn heights and write a description on Open Lab 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

**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

**Meals, Guests and Neighbors project:** Following guidelines specified in the assignment handout, students will be expected to:

- research the meaning of selected industry-specific terminology
- produce a definition related to sourcing/purchasing and engage in an informed online discussion on Open Lab

**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

**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 class room discussions and activities
- Show up on time, attend all classes
- most classes will begin with an in-class reflection on material covered in the previous class. These reflections will not be available after 8:40.

**Food Truck Project:** Student will be expected to:

- Work collaboratively to create a food truck menu based on an existing restaurant
- Each student will be required to contribute a standardized recipe to the group project
- Individually, each student will create a complete spec sheet for one ingredient in the recipe

For written assignments, use of the Atrium Learning Center is strongly encouraged and may be required for some assignments. In addition to the review provided by tutors, all work should be

spell- and grammar-checked using MS Word as well as proofread prior to submission for a grade.

**Rubrics**—available on Blackboard in Grade Center

### **Grading Procedures**

93 – 100	A
90 – 92.9	A -
87 – 89.9	B+
83 – 86.9	B
80 – 82.9	B -
77 – 79.9	C+
70 – 76.9	C
60 – 69	D
0 – 59	F

### **Prerequisites**

CUNY certification in reading, writing and mathematics

### **Required Text**

Feinstein, A.H. and Steffanelli, J. (2010) *Purchasing for chefs: A concise guide* (2nd ed). New York, NY: Wiley.

*New York Times* Wednesday “Dining” section

Readings as assigned by professor

### **Suggested Texts and Readings**

Diuguid, Carol, ed. (*latest*) *Zagat's New York City food lover's guide*. New York, NY: Zagat Survey LLC. (available online at [www.zagat.com](http://www.zagat.com))

Herbst, S.T. (2007) *New food lover's companion* (4th ed). New York, NY: Barron's. (available new or used at [www.amazon.com](http://www.amazon.com)).

### **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.

### **Additional Information**

Please be advised that **all** students are responsible for staying up to date with assignments when they are due whether reading or written, and whether you are absent or not. Consequently, I am posting this notice so that you are all aware that this handout is to be brought to every class, and referred to regularly for assignments and due dates outside of class.

### **Assignments:**

Please be advised that that any assignment received after the due date will be penalized by a 50% grade reduction for each week it is late. (In other words, a paper received 6 days late gets 45% instead of 90%, a paper 8 days late gets a 0). It is still worth handing in a paper a couple of days late, 45% is a lot better than 0! If you can't attend class, assignments are still due: give it to a classmate or hand it at the HMGT chair's office. Assignments will be posted on Open Lab (under the “Assignments” tab) once they have been assigned in class. Any PowerPoints will also be posted on Open Lab, under files.

IF AND ONLY IF you cannot make it to class, I will credit homework/assignments sent to my email address as an attachment before class starts. However they will not be marked until I get a hard copy.

I do not print for you and I do not accept homework that is e-mailed only. Do your homework early so if there is a problem with your printer or computer, you are not contending with it the night before the assignment is due.

Students regularly fail because they do not hand in the assignments on time (or at all).  
Employees regularly get fired for not doing the work assigned to them.

**Class Meeting Schedule** - attached

**HM Department Mission and Statement of Academic Integrity** – attached

**HM Department Calendar** – attached

### Class Meeting Schedule

	Date	Lecture Topic	Required Reading Due	Assignment Due
1	Aug 28	<ul style="list-style-type: none"> <li>• Overview and Expectations of Course</li> <li>• Intro to weights and measures</li> </ul> <i>Anna Nurse Culinary Memo assigned</i>		
2	Sept 6	<ul style="list-style-type: none"> <li>• weights and measures quiz</li> <li>• Basic Algebra Review</li> <li>• Recipe Conversions</li> </ul> <i>Smorgasburg Blog assigned</i>	Culinary Math handouts	Shopping for dairy hw Take-home math quiz 1 due In class unit quiz
3	Sept 13	<ul style="list-style-type: none"> <li>• Unit and Recipe Costing</li> <li>• Math review</li> </ul> <i>Trade Summary Reaction Paper assigned</i>	Culinary Math handouts	Take-home math quiz 2 due
4	Sept 27	<ul style="list-style-type: none"> <li>• Math Review</li> </ul> <b>Math Exam</b>		
5	Oct 4	<ul style="list-style-type: none"> <li>• Economics 101</li> <li>• Introduction to Food Procurement</li> <li>• Trends</li> <li>• Movie</li> </ul>	<i>PFC (Purchasing for Chefs) Chapters 1-2</i>	
6	Oct 11	<ul style="list-style-type: none"> <li>• Field Trip?</li> </ul>	<i>PFC Chapters 3, 4, 5</i>	Trade Publication Paper Due
7	Oct 18	<ul style="list-style-type: none"> <li>• Seasonality, menu planning</li> <li>• Distribution, Purchase Orders, Price</li> <li>• Field Trip discussion</li> </ul>	<i>PFC Chapters 6, 7</i>	Field Trip blog due
8	Oct 25	<ul style="list-style-type: none"> <li>• Ordering Process and Inventory Control</li> <li>• Processed Foods and Groceries</li> <li>• Comparison &amp; Component Tasting (chocolate)</li> </ul> <i>Meals, Guests &amp; Neighbors project assigned</i>	Assigned reading: meat inspection	Proc. Quiz #1 (take home)
9	Nov 1	<ul style="list-style-type: none"> <li>• Meat, Poultry, Eggs</li> </ul> <i>Group Project assigned</i>		Midterm grades posted
10	Nov 8	<ul style="list-style-type: none"> <li>• Fresh Produce</li> <li>• Comparison &amp; Component Tasting (TBA)</li> </ul>		Smorgasburg reaction blog due
11	Nov 15	<ul style="list-style-type: none"> <li>• Group Project Workshop</li> </ul>	Assigned reading: aquaculture	
12	Nov 22	<ul style="list-style-type: none"> <li>• Dairy Products</li> <li>• Marine Products</li> </ul>	Assigned reading: procurement trends	Proc. Quiz #2 (in class) MGN project blog post due
13	Nov 29	<ul style="list-style-type: none"> <li>• Purchasing trends, Sustainability, Ethics, Politics, Cost</li> <li>• MGN</li> </ul>		MGN project reactions due
14	Dec 6	Group Project Workshop		Anna Nurse Memo due Proc. Quiz #3 (in class)
15	Dec 13	<b>Group Presentations</b>		

*This outline is subject to change; hoMGN mework and additional reading may be assigned at the discretion of the instructor.*

### **MISSION STATEMENT**

The mission of the Department of Hospitality Management of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission, the department will:

- offer a comprehensive applied management curriculum;
- provide students with the necessary professional and communications skills for successful careers;
- foster an understanding of social responsibility through involvement in community service.

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

### **STATEMENT OF ACADEMIC DISHONESTY AND PLAGARISM**

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."

### **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.

### **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.

### **USE OF ELECTRONIC DEVICES**

As stated in the Student Handbook, 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.

### **ORAL PRESENTATION STYLE STATEMENT:**

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

### **WRITING STYLE STATEMENT**

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.

**Revised May 31, 2017 es**