اعتماد
NCAAA

T4
2020

Course Specifications

Course Title:	Introduction to restaurants industry
Course Code:	
Program:	Hotel Management track
Department:	Tourism and hospitality management
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours: 3	

2. Course type

a.	University ☐	College ☐	**Department** ☑		Others ☐	
b.		Required ☑		Elective ☐		

3. Level/year at which this course is offered: 1st years, 3rd semester

4. Pre-requisites for this course (if any)**:**

5. Co-requisites for this course (if any)**:**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	30	60%
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**	3	40%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	

B. Course Objectives and Learning Outcomes

This course is designed to introduce the students the basic elements of the restaurants industry. It introduces the different types of restaurants alongside comparing and contrasting the operational challenges facing both the manager in a chain restaurant operation as well as an independent operator. Students will be familiar with the procedures required for establishing strategies and plans for operation. The students will be equipped with the essential techniques required to analyze the needs of the restaurant in light of marketing plans and an established menu. The production resources and personnel organization possibilities are explored. Supervision issues are introduced along with discussions and problems concerning costing and financial issues.

2. Course Main Objectives

1. To prepare students to become successful restaurant managers by giving them the knowledge, skills, and attitudes necessary to succeed in this competitive environment.
2. Develop in students an appreciation of the scope and variety of operations found in the industry so that they may choose a management career in an area most agreeable to their own personalities.
3. Develop critical decision making skills by offering problems common to the industry and insights as to how successful managers solve those problems.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Students will be able to relate where and how the restaurant industry developed and the principal documents, policies, procedures, and operational systems present in restaurant operations.	√
1.2	Demonstrate specific customer service skills such as serving, cleaning, service recovery, smiling, and operations	√
1.3	Learn and demonstrate appropriate image and behavioral standards for leadership in the restaurants industry	√
1.4	Explore the different management roles present in a restaurant environment	√
1.5	Develop and demonstrate good communication, team work, and leadership skills throughout the semester	
1.6	Learn and demonstrate the importance of punctuality Demonstrate full knowledge of restaurant marketing strategies	√
2	**Skills :**	
2.1	Employ effective interpersonal skills in delivering services to customers	√
2.2	Identify and use proper safety and sanitation procedures when handling food	√
2.3	Demonstrate the ability to deal with diversity in cultural and ethnic background, language, and personalities while working effectively as a team	√
2.4	Develop and demonstrate crisis management skills related to the restaurant industry	√
3	**Values:**	
3.1	Contribute to the development and implementation of a customer service quality assurance plan	√
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	√
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and restaurant industry.	√

C. Course Content

No	List of Topics	Contact Hours
1	An introduction to Food Service and restaurant industry	3
2	Organizational Structure of Food and Beverage Operations	3
3	Commercial food service operations and none commercial food service operations.	3
4	Types of restaurants 1	3
5	Types of restaurants 2	3
6	Dining experience	3
7	Mid-term exam	
8	Menus and marketing	
9	Fast food operations	3
10	Franchising and chains in restaurants industry	3
11	Managing a Restaurant Staff	3
12	Modern and new trends in restaurants industry	3
13	Revision.	3
Total		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Understanding how the restaurant industry developed and the principal documents, policies, procedures, and operational systems present in restaurant operations.	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.2	Demonstrate specific customer service skills such as serving, cleaning, service recovery, smiling, and operations	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.3	Learn and demonstrate appropriate image and behavioral standards for leadership in the restaurants industry	Lectures Group discussions	Quizzes Assignments Presentations Role play
2.0	**Skills**		
2.1	Employ effective interpersonal skills in delivering services to customers	Practical lectures	Oral quizzes
2.2	Ability to study and segment the restaurants market.	Practical lectures	Oral quizzes
2.3	Apply knowledge of the marketing techniques to attract more customers.	Practical lectures	Oral quizzes
2.4	Apply menu planning techniques	Practical lectures	Oral quizzes
3.0	**Value**		
3.1	Contribute to the development and implementation of a customer service quality assurance plan	Lectures Group discussions	Quizzes Assignments Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Role play
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	Lectures Group discussions	Quizzes Assignments Presentations Role play
…	Use appropriate software to record and compile financial information relating to hospitality operations	Lectures Group discussions	Quizzes Assignments Presentations Role play

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (eg. essay, test, group project, examination etc.)	6	5%
2	Class room activity	8	5%
3	Individual Essay	10	5%
4	Mid-term exam	12	20%
5	Group Presentation	Every week	5%
6	Semester Work (quizzes- problem solving- attendance	Ongoing	10%
7	Oral exam	15	10%
8	Final exam	16	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :
The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

-Office hours (11/week).
- E-mail (available).
- Meetings (3-5 times /semester)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	- Introduction to Restaurant Management - The Restaurant Manager's Handbook, 4th edition Douglas Robert Brown Atlantic Publishing. - Davis, B., Lockwood, A., Pantelidis, I. & Alcott, P., (2008), Food and Beverage Management (4th Ed). Oxford: Elsevier - Cousins, J., Foskett, D. and Gillespie, C., (2002), Food and Beverage Management, (2nd Ed). Harlow: Prentice Hall.

	• Lillicrap, D., Cousins, J. and Smith, R., (1999) Food & Beverage Service, (6th Ed). Oxford: Hodder & Stoughton. • Lebensky, S., Martel, P. R., Lebensky, S. R. and Hause, A. M. (2010). On Cooking: A Textbook of Culinary Fundamentals (5th Edition). Prentice Hall.
Essential References Materials	• Ball, S., Jones, P., Kirk, D. and Lockwood, A., (2003), *Hospitality Operations: A Systems Approach.* London: Continuum. • Bowie, D. and Buttle, F., (2004), *Hospitality Marketing – An Introduction*. Oxford: Elsevier. • Pizam, A. & Holcomb, J., (Eds), (2008), International Dictionary of Hospitality Management. Oxford:Elsevier
Electronic Materials	▪ Journal of foodservice ▪ Mintel Reports; ▪ Proquest; ▪ Science Direct; Travel and Tourism Analyst ▪ Annals of Tourism Research ▪ Current Issues in Tourism ▪ International Journal of Hospitality Management ▪ International Journal of Contemporary Hospitality Management ▪ Journal of Hospitality and Tourism Research ▪ Journal of restaurants ▪ Journal of Service Quality Journal of Travel Research
Other Learning Materials	Online access to different hospitality management and food service resources

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms equipped with wireless internet service.) Class room with max of 30 seats-
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart,
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	-

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Course instructor	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Effectiveness of teaching	The Department	At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	May 2022