

Hotel and Restaurant Management Academy

Management and Leadership in Hotels and Restaurants 880M

Essential Curriculum

Unit 1: Breakfast Food and Sandwiches

Objectives: At the completion of this lesson, students will be able to:

1. Identify the basic differences between milk, cream, and butter.
2. Describe the proper procedure for handling and storing milk and milk products.
3. Describe the basic parts of cheese
4. List the primary kinds of cheese.
5. Identify the various grades and sizes of eggs.
6. Describe the different ways to cook an egg.
7. Demonstrate how to prepare designated classic egg recipes
8. Identify other popular breakfast foods aside from eggs.
9. Identify the primary breakfast proteins, cereals, beverages, and starches and discuss how they should be handled for service.
10. Design and demonstrate preparation of a complete breakfast.
11. Identify different types and components of sandwiches.
12. Demonstrate sandwich preparation
13. Identify necessary tools and equipment needed at a sandwich station.

Unit 2: Leadership and Management

Objectives:

1. Define the three basic management styles and illustrate their use in different situations.
2. List the differences between management and leadership.
3. Distinguish between centralized and decentralized organizations.
4. Explain the effect an organization's culture has on the distribution of power.
5. Describe outcomes for an organization that empowers managers and employees.
6. Define "moments of truth".
7. Explain how service strategy relates to guests' perceptions of value and critical moments of truth.
8. List the manager's responsibility in fostering quality service.
9. Describe some of the changes in the hospitality industry that have redefined management responsibilities.
10. Define diversity
11. Explain the importance of managing diversity
12. List the benefits of diversity
13. Explain how stereotypes and prejudices affect how people work together.
14. Explain the effect of equal opportunity laws on hospitality managers

15. Summarize the importance of Americans with Disabilities Act
16. Discuss response to sexual harassment complaints

Unit 3: Team Building

OBJECTIVES: At the completion of this unit, student will demonstrate the ability to:

1. Identify the importance of team building in hospitality.
2. Explain the function of a team mission statement.
3. Describe how a code of conduct can increase the effectiveness of a team.
4. Identify key characteristics and role of a team leader.
5. Identify the stages of team development.
6. Discuss problems that can occur during team development and ways to solve those problems.
7. Identify roles of individuals in a team.
8. Discuss the importance of good listening skills.
9. Discuss the importance of business writing skills.
10. Describe the guidelines for better business writing.
11. Demonstrate professional writing skills.

Unit 4: Introduction to Hospitality Marketing

Objectives:

At the completion of this unit, student will demonstrate the ability to:

1. Differentiate between sales and marketing.
2. Discuss basic marketing concepts.
3. Discuss the purpose and elements of a marketing plan
4. Explain the purpose of SWOT
5. Explain the basic types of research methods used to gather information.
6. Describe the duties of sales and marketing personnel.
7. List and discuss operations in the sales office
8. Discuss the importance of market segmentation.
9. Discuss target marketing.
10. List important types of hospitality guests.
11. Identify the needs of lodging guests
12. Identify the needs of foodservice guests
13. Demonstrate how to provide the service and product to a designated target market.

Unit 5: Hotels and the Foodservice Industry

Objectives: At the completion of this lesson, students will be able to:

1. Identify the types of food and beverage services offered within a hotel.
2. Describe the current importance of food and beverage to a lodging property.
3. List the primary departments in a hotel with a foodservice operation.
4. List and describe food service personnel as it applies to a hotel.

5. List and describe hotel personnel.
6. Create an organizational chart for a hotel or restaurant.

Unit 6: Sustainability

Objectives: At the completion of this lesson, students will be able to:

1. Define the terms sustainability and conservation.
2. Discuss why the conservation of water is important.
3. Evaluate what the hospitality industry can do to use water efficiently.
4. Discuss the difference between renewable and nonrenewable sources of energy.
5. Discuss why energy efficiency is important.
6. Explain how a hospitality operation can become energy efficient.
7. Discuss steps an operation can take to construct a more sustainable building.
8. Identify ways to reduce waste in an operation
9. Identify items a restaurant or hotel can reuse or recycle.
10. Identify and explain the steps if locally sourced foods are offered to customers.
11. Explain considerations in offering sustainably produced seafood.
12. Explain the issues in offering sustainably produced coffee, animal products, and organic food.

Unit 7: Global Cuisines

Objectives: At the completion of this lesson, students will be able to:

1. Define the cultural influences and flavor profiles in the Northeast, Midwest, South Southwest, and Pacific regions of the United States.
2. Define the cultural influences and flavor profiles of Mexico.
3. Define the cultural influences and flavor profiles of Central America.
4. Define the cultural influences and flavor profiles of Caribbean.
5. Define the cultural influences and flavor profiles of South America
6. Define the cultural influences and flavor profiles France.
7. Define the cultural influences and flavor profiles of Italy.
8. Define the cultural influences and flavor profiles of Spain.
9. Define the cultural influences and flavor profiles of the Mediterranean
10. Define the cultural influences and flavor profiles of the Middle East
11. Define the cultural influences and flavor profiles China.
12. Define the cultural influences and flavor profiles of Japan.
13. Define the cultural influences and flavor profiles of India.

Unit 8: Nutrition

Objectives: At the completion of this lesson, students will be able to:

1. Discuss the importance of nutrition in the food service industry.
2. Identify basic nutrients found in food
3. Explain the role of nutrients in people's diets.
4. Identify food additives and their function in foods.
5. Discuss ways to preserve nutrients during food preparation.

6. Develop healthful menus and recipes.
7. Identify healthful substitutes for high-fat items.
8. Identify recent developments in food production that affect nutrition.

Unit 9: Meat, Poultry, and Seafood

Objectives: At the completion of this lesson, students will be able to:

1. Identify meat grades.
2. Identify primary cuts of meat.
3. Discuss factors on how to purchase meat.
4. Demonstrate the best way to cook and prepare meat.
5. Identify the various grades of poultry.
6. Identify poultry forms.
7. List the guidelines for purchasing, fabricating, and storing poultry.
8. Demonstrate basic cooking techniques used to prepare poultry.
9. Explain the inspection and grading process for seafood.
10. Identify the various forms of seafood.
11. Explain the purchasing guidelines for seafood.
12. Discuss the best ways to fabricate and store seafood.
13. Demonstrate basic cooking methods applied to seafood.

Unit 10: Menu Development

Objectives: At the completion of this lesson, students will be able to:

1. Identify the functions of the restaurant menu.
2. Describe the marketing importance of the restaurant menu.
3. Describe the different types of restaurant menus.
4. Discuss factors to consider when creating menu.
5. Explain factors that contribute to a restaurant menu balance.
6. Explain truth-in-menu laws.
7. Summarize important layout elements of a menu.
8. Demonstrate how to develop a menu layout
9. Discuss how to determine food cost percentage.
10. Identify how standard portions costs are established.
11. Discuss ways that an operation can monitor food production and cost.
12. Explain the methods that can be used to price out a menu.
13. Demonstrate how to cost and price out a menu.
14. Discuss how the menu steers the decisions for the selection of restaurant equipment.
15. Discuss how the menu is used to guide the design and flow of a restaurant facility.
16. Demonstrate how to use the menu to design the layout of a restaurant facility.

Unit 11: Marketing and Advertizing

Objectives: At the completion of this lesson, students will be able to:

1. Explain the benefits of a marketing plan.
2. Identify the components of a marketing plan

3. Define property analysis.
4. Conduct a competition analysis
5. Conduct a situation analysis.
6. Write a marketing objective for a target market.
7. Develop an action plan for the target market.
8. Develop a plan to monitor and evaluate the marketing plan.
9. Explain the advantages and disadvantages of print advertising.
10. Explain the advantages and disadvantages of broadcast and electronic advertising.
11. Describe direct-mail advertising.
12. Describe the types of outdoor advertising that hospitality properties use.
13. Identify collateral marketing material and how they are used.
14. List alternative-media advertising options
15. Explain the types of advertising strategies commonly used by hospitality properties.
16. Explain how to place advertisements where they will be most effective.
17. Describe the factors affecting advertising budgets.
18. Develop an advertising plan.
19. Calculate the cost-effectiveness of advertising.

Unit 12: Public Speaking

Objectives: At the completion of this lesson, students will be able to:

1. Outline tips for effective speaking
2. List and describe the parts of a formal presentation
3. Use visual aids effectively
4. Use your voice and body effectively

Unit 13: Salads and Garnishing

Objectives: At the completion of this lesson, students will be able to:

1. Identify the ingredients and parts to a salad.
2. Identify the various types of salad
3. Identify the different types of salad dressings
4. Explain the emulsion and suspension process.
5. Discuss the best way to clean and store salad.
6. Demonstrate ability to prepare a variety of salads.
7. Explain the culinary term for dips.
8. Discuss the different kinds of dips.
9. Demonstrate how to prepare various dips.
10. Explain why and how a garnish is used.
11. Explain how to garnish desserts
12. Discuss soup garnishes

Unit 14: Purchasing and Inventory

Objectives: At the completion of this lesson, students will be able to:

1. Identify the five major steps in the purchasing process.
2. Explain the four basic goals of purchasing.
3. Identify the channels of distribution.
4. List the major categories of goods and services.
5. Explain the job requirements of a buyer.
6. Identify the factors that determine quality standards.
7. Identify information needed in order to write product specifications.
8. Explain a make-or-buy analysis.
9. Identify tools to use to help determine what to purchase.
10. Describe the typical order forms.
11. Discuss the factors that influence food prices.
12. Identify the guidelines for receiving purchases.
13. Distinguish between perishable and nonperishable items.
14. Discuss proper storage guidelines.
15. Discuss the importance of taking inventory.
16. Describe the two basic inventory methods.

Unit 15: Desserts and Baked Goods

Objectives: At the completion of this lesson, students will be able to:

1. Identify the main ingredients used in a bakeshop.
2. Explain the primary percentages needed for proper baking.
3. Identify and explain the two basic types of yeast bread dough.
4. Explain the two basic methods used to make yeast breads.
5. Identify and explain the 10 basic steps to making yeast bread.
6. Demonstrate knowledge of yeast bread preparation by making pizza.
7. Identify and explain the difference between quick breads and cake batters.
8. Explain how to prepare quick breads.
9. Explain how to prepare cake batters.
10. Explain the purpose of icings.
11. List the various types of icings.
12. Define steam puddings and soufflés.
13. Distinguish between dough used for pies, and pastries.
14. Explain and demonstrate how to make a pie crust.
15. Identify the kind of dough used for cookies.
16. Identify the seven makeup methods of cookie preparation.
17. Demonstrate from a selection of makeup methods cookie preparation.
18. Describe how chocolate is made.
19. Discuss proper storage procedures for chocolate.
20. Discuss how to temper chocolate.
21. List the different types of frozen desserts.
22. Describe how to poach fruit.
23. Describe how to make a torte.

24. Identify dessert sauces and creams.
25. Explain how to present and plate desserts.

Unit 16: Event Planning

OBJECTIVES: At the completion of this unit, student will demonstrate the ability to:

1. Describe a function book and its role in event planning.
2. Identify elements of a contract or letter of agreement.
3. Describe a function sheet.
4. Discuss and demonstrate tasks needed to get ready for service.
5. Identify the special training needs of banquet staff.
6. List challenges that managers and staff members face during banquets.
7. Explain beverage payment plans for banquets and catered events.
8. List examples of protocol issues.
9. Describe the food and beverage controls banquet managers must practice.
10. Explain how to use feedback for planning future events.

Unit 17: Cost Control

Objectives: At the completion of this lesson, students will be able to:

1. Define cost control and discuss its importance.
2. Identify the various types of hospitality costs.
3. Define the purpose of an operating budget.
4. Identify and discuss a profit-and-loss report.
5. Identify and discuss the tools needed to control costs.
6. Discuss how labor costs affect cost control.
7. Discuss what factors affect labor costs.
8. Explain how affective scheduling is achieved.
9. Discuss how establishing quality standards for purchasing, receiving, and storing help control costs.
10. Discuss how establishing quality standards for food production and service help control costs.
11. Discuss how quality standards for inventory help control costs.

Unit 18: Hospitality Sales

Objectives: At the completion of this lesson, students will be able to:

1. Explain the importance of training all employees in sales techniques.
2. Explain why relationship selling is important.
3. Discuss why it is important for all employees need to know about the property.
4. Identify and describe the three most commonly used methods of upgrading hotel rooms.
5. List guidelines for suggestive and cross-selling.

6. Describe ways each department sells another department.
7. Explain the importance of training telephone etiquette
8. Demonstrate effective telephone skills
9. Identify types of calls made and received by people in a hotel
10. Explain the function of a telephone sales blitz.
11. Describe the role of telemarketing
12. Identify and describe the positions in a catering department.
13. Explain the advertizing and promotions used by the catering department.
14. List ways to develop leads for the catering department.
15. List ways the catering department can increase sales.
16. Describe the value of selling meeting room space.
17. Describe the various meeting room setup designs.

Assessment:

Observation using Teacher Observation and Evaluation Rubric

Assignment grades

Quiz grades

Presentations

Professional meeting

Lab grades

Project grades

Unit tests

Capstone Project

Capstone Presentation