

HOSP-2371: RESTAURANT/FOODSERVICE ENTREPRENEURSHIP

Cuyahoga Community College

Viewing: HOSP-2371 : Restaurant/Foodservice Entrepreneurship

Board of Trustees:

December 2021

Academic Term:

Fall 2022

Subject Code

HOSP - Hospitality Management

Course Number:

2371

Title:

Restaurant/Foodservice Entrepreneurship

Catalog Description:

Capstone course in restaurant/foodservice management. Through new material and utilizing the components and skills developed in previous courses, students will develop an understanding of the necessary requirements to open and operate a successful restaurant/foodservice operation. Students will present an original concept, create a professional menu, and prepare appropriate financial documents. Costing, controls, legal concerns and purchasing will also be covered. Intended not just for entrepreneurs, the course takes the philosophy that the best managers know how to think like owners.

Credit Hour(s):

2

Lecture Hour(s):

2

Requisites

Prerequisite and Corequisite

HOSP-1360 Fundamentals of Restaurant/Foodservice Management; and HOSP-2360 Restaurant Marketing or MARK 1080 Social Media Marketing or concurrent enrollment.

Outcomes

Course Outcome(s):

Discuss various avenues of entry to restaurant/foodservice ownership and/or management and their unique requirements.

Objective(s):

1. Evaluate and discuss various modes of entry into the restaurant/foodservice industry; manage, buy, franchise, build.
2. Discuss various legal concerns as they relate to restaurant operations including advantages/disadvantages of different legal entities, liabilities, insurance and other applicable legal issues.
3. Discuss and explore various options for financing a restaurant/foodservice operation.
4. Research Small Business Administration and its requirements.

Course Outcome(s):

Utilize principles of menu planning to create original, professional menus.

Objective(s):

1. Practice recipe and food costing procedures.
2. Develop, design and present original menu for proposed concept restaurant.
3. Identify factors that influence menu choices.

Course Outcome(s):

Demonstrate knowledge of necessary preparation required to open and operate a successful restaurant/foodservice operation.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Conduct demographic and market research for proposed concept.
 2. Identify target markets for proposed restaurant/foodservice concept.
 3. Apply demographic research to proposed concept.
 4. Discuss and research site selection criteria.
 5. Apply demographic/market research to site selection.
 6. Discuss various control procedures and how to implement them.
 7. Create a budget for proposed concept including pre-opening and operating budgets.
 8. Forecast sales, costs and expenses for proposed concept.
 9. Investigate the role of branding for successful operations.
 10. Evaluate and discuss the various components of a professional business plan.
 11. Prepare and analyze spreadsheet generated profit and loss statements.
 12. Develop and propose original restaurant concept.
 13. Prepare Master Schedule and labor budget for proposed concept.
 14. Prepare and present professional Business Plan for proposed concept.
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Course Outcome(s):

Discuss standard applied business practices.

Objective(s):

1. Identify target markets for proposed restaurant/foodservice concept.
 2. Discuss various control procedures and how to implement them.
 3. Discuss principles of purchasing.
 4. Practice generating computer generated spread sheet inventories.
 5. Create a budget for proposed concept including pre-opening and operating budgets.
 6. Forecast sales, costs and expenses for proposed concept.
 7. Discuss various legal concerns as they relate to restaurant operations including advantages/disadvantages of different legal entities, liabilities, insurance and other applicable legal issues.
 8. Practice recipe and food costing procedures.
 9. Prepare and analyze spreadsheet generated profit and loss statements.
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Methods of Evaluation:

1. Tests and quizzes
2. Presentation and evaluation of concept and menu
3. Participation in in-class workshops
4. Homework

Course Content Outline:

1. Concept
 - a. Definition
 - b. Branding
 - c. Name selection
2. Identify Target markets
 - a. Demographics
 - b. Conduct research
 - c. Site selection
3. Financials

- a. Securing financing
 - b. Forecasting
 - c. Budgeting
 - d. Profit and Loss Statement
4. Menu Planning
 - a. Pricing and costing
 - b. Design and layout
 5. Legal concerns
 - a. Business entities
 - b. Insurance
 - c. Liability
 6. Operations
 - a. Controls
 - b. Purchasing
 - c. Managing Labor
 7. Business plan
 - a. Components
 - b. Professionalism

Resources

Davis, Bernard. *Food and Beverage Management*. 6th ed. Routledge, 2018.

Drummond, Karen Eich. *The Restaurant Training Program: An Employee Training Guide for Managers (classic text)*. New York: John Wiley Sons, 1992.

Brown, Douglas. *The Restaurant Manager's Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation (Classic Text)*. 5th ed. Atlantic Publishing Company, 2019.

Brown, Douglas. *The Encyclopedia Of Restaurant Training: A Complete Ready-to-Use Training Program for All Positions in the Food Service Industry (Classic Text)*. Atlantic Publishing Group, 2005.

Krok, Ray. *Grinding It Out: The Making of McDonald's (Classic Text)*. St Martin's - Reissue Ed., 2016.

Fields, Roger. *Restaurant Success by the Numbers, Second Edition: A Money-Guy's Guide to Opening the Next New Hot Spot*. 2nd ed. Ten Speed Press, 2014.

Brawley, Wil. *Restaurant Owners Uncorked: Twenty Owners Share Their Recipes for Success*. CreateSpace Publishing, 2011.

Sutherland, Cory. *Restaurant Business Plan: How to Open a Restaurant Startup and Be Profitable Within the First Year*. CreateSpace Publishing, 2015.

Bastianich, Joe. *Restaurant Man*. Plume, 2013.

Landers, Nicholas. *The Art of the Restaurateur*. 2nd ed. Phaidon Press, 2017.

Weber, David. *The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business*. Wiley, 2012.

Mattel, Bruce. *Catering: A Guide to Managing a Successful Business Operation*. 2nd ed. Wiley, 2015.

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