



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

Richard A. Henson Center, Room 2100
Princess Anne, Maryland 21853-1299

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COURSE OUTLINE – SYLLABUS

1. GENERAL INFORMATION:

- 1.1 Course: FMGT 350 – Commercial Food Production – 3 Credit Hrs.
- 1.2 Meeting Time TUTH – 8:00 – 8:50 a.m. & Fr. 4:00 pm – 8:00 pm
RHC, Rm 1123 & HTM Kitchens
- 1.3 Instructor: Ralston G. Whittingham, MS, CHE
rgwhittingham@umes.edu / (410) 651-6564, RHC 2102
- 1.4 Text: The Professional Chef, 7th Edition & Instructors Notes,
Menus and Recipes
- 1.5 Office Hours: T & TH. – 10:00am – 3:00pm; Room 2102
- 1.6 **HTM Department Mission & Philosophy:** The mission of the HTM department is to prepare entry level Hospitality Management Professionals with **essential skills** for long term hospitality career success and industry leadership. The department also fosters research and service of direct application and benefit to the state of Maryland and the global hospitality industry.
- 1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services (SDS) before any accommodations can be granted. At the time of registering for disability services, please bring documentation to support your claimed disability. The documentation must be recent and provided by a licensed professional with expertise in the special disability area. If you have any questions about disability services or accommodations, please contact Dr. Dorling K. Joseph at (410) 621-3446. Student Disability Services (SDS) is located in the Student Services

2. **COURSE DESCRIPTION:**

This upper level production course emphasizes equipment, foods, staffing, schedule, planning, and kitchen brigade organization management. The class also, produces and present 4 gourmet dinners for 50 paying guests; emphasizing Haute Cuisine, Bridging, Food and Wine Pairing. Other major areas of concentration include cost awareness and control, profitability and staff management. Also, Front of the House – Service Management, Middle of the House – Production and Back of the House – Stewarding/Sanitation Management are highlights. This course meets two 50- minute lectures and one 5 hour laboratory per week. Prerequisite: FMGT 212 with minimum passing grade “C”.

3. **COURSE OBJECTIVE:**

3.1 **General:** Students will demonstrate their leadership/management skills while producing up-scale cuisine in commercial food production setting. Students will assimilate various management positions which relates to personnel employment and supervision: Team Builders, Production Supervisor, General Manager, Production Manager and Sanitation Manager. Students will further display their knowledge of the various dynamics affecting food service organization: location, marketing – target market, branding, cost control and guest satisfaction.

3.2 **Program Learning Outcomes (PLOs) (#s 1, 5, 6)**

- 3.2.1 PLO #1 – Hospitality Attitude – apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor.
- 3.2.2 PLO #5 – Relevant Work Experience – demonstrated high levels of hospitality professionalism and demeanor while accumulating at least 1,000 hours of hospitality/tourism industry work experience with emphasis on managerial skill awareness.
- 3.2.3 PLO #6 – International/Multicultural Sensitivity display high comfort levels of functionality in global hospitality/tourism multicultural customer/guest satisfaction service environment.

3.3 **Course Learning Outcomes (CLOs):** Upon course completion, each student will be able to:

- 3.3.1 Demonstrate how to solve production problems on serving lines, food delivery and correct time and temperature. -3*
- 3.3.2 Plan and execute production timelines for cold, hot and bake shop kitchens, demonstrating knowledge of how to adjust timelines in accordance to with the applicable functions. - 6*
- 3.3.3 Prepare purchase order for function in accordance to standard food service operation. -3*
- 3.3.4 Compile post-event analysis of function to include recommendations. -4*
- 3.3.5 Identify various types of menus and identify appropriate organizations associated with menu types and services delivery. – 2*

3.4 **Critical Analysis and Reasoning (CAR) Level -1.1**

- 3.4.1 Upon completion of project reflecting the different styles of commercial food facility, student will evaluate and critique each style and justify if the facility is consistent with the brand.

4. **CONDUCT OF COURSE:**

- 4.1 **Prerequisites:** FMGT 212 – Food Production II with minimum letter grade “C”.

- 4.2 **Attendance:** (Note, UMES/School of Business and Technology Policy)

4.2.1 Class attendance and punctuality are mandatory.

4.2.2 Each student is permitted a number of “unexcused absences” equal to the number of semester hours the course yields. Students with “excessive unexcused absences”, will not receive letter grades (A, B or C) upon completion of course. Missing class beyond the two, (3) days, which are allowed, will result in reduction of one lower grade.

4.2.3 Excused absences are those absences incurred by the student's participation in college, class-sponsored activities. Student is responsible for informing the class instructor beforehand. That is, before the absent or absences occur.

4.2.4 Lateness, unprofessional class conducts, improper uniform and tools will result in class dismissal and is accounted for as unexcused absent.

4.2.5 Employment is not the basis for excused absent and will not be accepted for incomplete assignments, lateness and absences.

4.3 **ACTIVITIES:**

4.3.1 Students will be professional attired, only authorized uniforms will be worn in class, uniforms will be worn clean/neatly. Fingernails will be trimmed with no type of polish.

4.3.2 Elaborate jewelry, dangling earrings and bracelets are not permitted, necklaces, including religious medals, pendants, medical tags and similar wear can be worn only under clothing.

Only one wedding ring and one watch can be worn during production.

4.3.3 No showing of undergarments (underwear's) in classroom or kitchen areas.

4.3.4 Male students will not wear any headgears (hat, cap, etc.) in classrooms, exception: all students will wear headgears during food handling and in all kitchen areas.

4.3.5 Chewing gum, drinking and smoking/chewing of tobacco products are not permitted in any area of the kitchen or classrooms. Eating is not permitted in the kitchens **except for taste testing and product evaluation.**

4.3.6 **No Cellular Phones are allowed in kitchens and classroom areas. No conversation texting or other usage is allowed; violators will be asked to leave the class immediately without any further notice.**

4.3.7 Students must uphold the academic integrity standards as explained in the University's 2003-2005 Undergraduate Catalogs (see pages 16-17).

(a) **Cheating in the classroom:** Cheating includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work.

(b) **Plagiarism:** Plagiarism includes the copying of language, structure, ideas or thoughts of another and representing them as one's own without proper acknowledgement.

4.4 UNIFORM AND KNIVES

4.4.1 UNIFORM

1 Chef jacket or coat
1 Cook pants
1 Chef's hat
1 pair black non-skid shoes

UTENSILS

1 Chef's knife
1 Boning knife
1 Paring knife
1 Vegetable peeler
1 Thermometer

5. **FINAL GRADE DETERMINATION:**

5.1 **Computation:**

| | | |
|----------------------|-----|--------|
| Management Mix | 75 | 12.5% |
| Mise en place | 50 | 8.3% |
| Homework Assignments | 75 | 12.5% |
| Mid-term Exam | 75 | 12.5% |
| Project | 100 | 16.67% |
| Functions | 150 | 25% |
| Final Exam | 75 | 12.5% |

Total Possible Points 600

| | | |
|-----|----------------|------------|
| 5.2 | 90% - 100% - A | 560 to 600 |
| | 80% - 89% - B | 520 to 559 |
| | 70% - 79% - C | 480 to 519 |
| | 60% - 69% - D | 440 to 479 |

5.3 **Syllabus Changes:** Instructor reserve right to make adjustments to the syllabus and practical assignments, based upon availability of food and dynamics.

- 5.4 Points will be deducted for late submission of homework, non-participation in the 3 assigned function. Mandatory attendance and participation are required for the three major events.
- 5.5 Homework will be assigned on Tuesdays and will be *collected in class by the instructor* on the following Tuesday. Homework will not be accepted via email or Blackboard. Homework assignments submission and formatting appears under separate cover.

6. REFERENCES:

Foodservice Organization – A Managerial and Systems Approach, 2000, fourth edition;
 Marian C. Spears/Prentice Hall, Upper Saddle River, NJ
 Chef Whittingham, Notes, Pamphlets, Menus and Recipes.

7. SCHEDULE OF DATES, TOPICS AND ASSIGNMENTS

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|---------|---|--|
| Week 1 | Introduction – Welcome- Syllabus (Questions & Answers) | Syllabus |
| Week 2 | Leadership/Management Scenarios & Project | Team Selection & Graded Essay |
| Week 3 | Branding – Marketing – Market Selection – Menu Mix and Costing | Internet Harvard Business Review Articles & Graded Essay |
| Week 4 | Function 1: Plan – Organize | Function Timeline |
| Week 5 | Function 1 – Execute & Mid-term Exam | Post Function Evaluation |
| Week 6 | Hospitality Employment and Supervision | Graded Essay |
| Week 7 | Function 2: Plan – Organize | Function Timeline |
| Week 8 | Function 2: Execute | Critique & Evaluation |
| Week 9 | Front of the House Management | Project Review |
| Week 10 | Back of the House Management | Project Review |
| Week 11 | Function 3: Plan - Organize | Function Timeline |
| Week 12 | Function 3: Execute | Critique and Evaluation |
| Week 13 | Project Income Statement | Internet Income Statement |
| Week 14 | Final Function | Critique/Evaluation |
| Week 15 | Project Presentation – Final Exam | Course Critique |