



TAH7100
**Introduction to Professional
 Foodservice**

City University of New York
 Kingsborough Community College
 Department of Tourism and Hospitality
 Culinary Arts Program

COURSE TITLE:		Introduction to Professional Foodservice	
FACULTY NAME AND CONTACT:	NAME: Naxielly Dominguez PHONE: (718) 368-6736 EMAIL: naxielly.dominguez@kbcc.cuny.edu	COURSE NUMBER:	TAH7100-03 (5551)
CREDIT HOURS:	3 Credits		
COURSE LENGTH:	12 weeks		
OFFICE HOURS:	Wednesdays 11:30 – 2:30 PM V229A		
COURSE SCHEDULE:	Days: Fridays Time: 9:10 am- 2:50 pm Dates: September 8, 15, 19 October 6, 13, 20, 27 November 3, 10, 17 December 1, 8 Final Exam: TBA		
PRE-REQUISITES:	Tourism Food and Beverage Majors Culinary Arts Majors: CA990		
CATALOG COURSE DESCRIPTION:	<p>Course Description: An introduction to the various components of the professional food service industry. Subjects will include the history, scope, classification, trends, food service management tools, customer service and basic quantitative reasoning as it relates to food services.</p> <p>Purpose: This course is a basic but comprehensive overview of professional foodservice; the scope encompasses efficient and effective utilization of space, equipment, products (food), and resources (staff). Students will acquire a working knowledge of the food industry by reading about and discussing relevant topics. On-site kitchen visits; guest lecturers, field trips and restaurant dining experiences will provide opportunities to observe and experience various aspects of the industry discussed in class.</p>		
TEXTBOOKS	<ul style="list-style-type: none"> • Food Service Management (Wiley) Dennis Reynolds ISBN 978-0-470-40906-0 		
MATERIALS:	<ul style="list-style-type: none"> • Notebook • Pocket notebook or index cards • Writing implements including permanent marker (Sharpie) • The New York Times: Dining Section (Wednesdays) 		

COURSE LEARNING OBJECTIVES: Upon completion of this course, the student should be able to do the following:

- ✓ Describe major types of food service operations
- ✓ Discuss and evaluate trends in the foodservice industry
- ✓ Recognize different types of menus and evaluate factors influencing menu planning, designing, pricing and marketing
- ✓ Describe purchasing considerations and purchasing methods
- ✓ Identify and demonstrate sanitation and HACCP guidelines
- ✓ Explain major principles of quantity food preparation
- ✓ Evaluate career opportunities in the foodservice industry

INSTRUCTIONAL METHODS:

- Lectures to introduce theory, terminology and perspective
- Field trips, documentaries, films and guest lectures
- Quizzes to test understand concept and terminology recall
- Final written examination
- Writing responses to foster analysis, opinion, & communication skills
- Final project to pull all key ideas together in one cohesive project

Grading:

Student performance will be evaluated upon the following criteria:

- 20% Attendance, Homework, Class Participation
- 10% Daily Quizzes
- 10% Article Project
- 10% Professional Biography Project & Presentation
- 10% Film Response Project
- 10% Menu Project & Presentation
- 10% Written Midterm Exam
- 20% Written Final Exam

ARTICLE PROJECT

Choose a current feature (trends, chef profile, product, etc) article from a magazine or food section of a newspaper (either in print or on-line). In a two-page (400-500 words) essay response consider the following:

- Brief summary of the article
- Thoughts about topic
- Why did you choose this article?
- What is the issue?
- How do you think this issue impacts the food service industry?
- Do you agree or disagree with the author's point of view?
- Are the elements of the piece relevant to your own career? If so, explain how? If not, how do they resonate with you anyway?
- What professional thoughts do you have about the article?
- What did you learn from the article

YOU MUST INCLUDE A COPY OF YOUR ARTICLE WITH YOUR PAPER

BIOGRAPHY PROJECT

Choose a current, CHEF, RESTAURATEUR, or HOSPITALITY PROFESSIONAL whom you professionally admire and you aspire for your career to emulate. You will hand in for grading a two-page (400-500 words) biography. You must use at least 3 sources. YOU MUST INCLUDE ALL OF YOUR SOURCES. WIKIPEDIA IS NOT AN ACCEPTABLE SOURCE!

The person you selected must be chosen and approved by our third class meeting .

NOTE: Everyone must select a different professional, so it may be wise to have 2 or 3 choices just in case your first choice is selected by one of your peers.

Consider the following:

- Where did the individual grow up?
- Where did he/she go to school? Culinary school?
- Why did you choose this individual?
- What has made him/her successful in their career?
- What do you admire about him/her?
- How do you think they have impacted the foodservice/hospitality industry?
- How has their career progressed? IE: Where did they work? How many years has it taken them to get where they are today?
- Do you see similarities in yourself to the person you selected? If so, explain how. If not, how did this person resonate with you anyway?

Prepare a 5-7 minute presentation on the individual you chose. On the day of your presentation, you will bring and distribute to the class a 1 page synopsis in bullet point format a synopsis of the professional you chose.

**FILM RESPONSE
PROJECT**

Watch one of the following films or Chefstable season 1, 2, 3, or France (all available on Netflix streaming, iTunes, Amazon, and at your local library):

- Noma: My Perfect Storm, dir. Pierre Deschamps, 2016.
- Three Stars, dir. Lutz Hachmeister, 2010.
- Spinning Plates, dir. Joseph Levy, 2012.
- Deconstructing Dani Garcia, dir. Alfonso Cortes-Cavanillas, 2015.
- Kings of Pastry, dir. D.A. Pennebaker & Chris Hegedus, 2009.

Write a two-page (400-500 word) response to the film of your choice considering the following:

- What film did you choose, who directed it, who was it about?
- What was your initial main reaction to the film?
- What was the ideology/philosophy of the chef(s) being profiled?
- How does the director portray the ideology/philosophy? Favorable? Critical? Sympathetic? Elaborate.
- Do you agree or disagree with the director's point of view?
- Discuss your thoughts on why the chef is the way he is (and why only male chefs?).
- Are there things about the chef that are relevant to your own life? Do you relate in any way? If so, explain how. If not, discuss any emotions/opinions that resonated while watching the documentary

MENU PROJECT: For the final project, students must submit the following written documents:

- Develop a **dinner menu** for a foodservice operation of your choice that includes 3 appetizers, 2 salads, 1 soup, 5 entrees, and 2 desserts. Menu items should be creative and accurately reflect the concept of your foodservice operation. Menu items should also include a brief description of the completed dish (accompaniments, sauces, dressings, sides, etc.)
- Develop an original, standardized recipe for **ONE** of the entree items. You **MUST** include ALL recipes and sub-recipes (ie starch, veg, protein, sauce, etc.). you **MUST** submit the written recipes. You **MAY NOT** directly copy a menu of any restaurant. This is your chance to be creative and be a restaurateur
- Scale the recipe(s) for 10 pp. and also 50 pp.
- Provide costing card for recipe, based on 50 pp. (use supermarket OR the KBCC purchasing binder OR Fresh Direct).

You will give a 5-7 minute in-class presentation on week 11. You must create a Power Point or a poster presentation for your presentation. This presentation will include an overview of your concept, your lunch menus and one menu item recipe. For a passing grade you must address all of the following questions.

- How is your menu and recipe good for your customers, staff, and managers? How did you take into account what they need to get the job done on budget delivering High Quality (HQ) customer service to both internal and external customers?
- What audience did you create this menu and recipe for (specify what kind of food business you chose)?
- How does your menu and recipe meet the nutritional or health standards for your food business? Be specific.
- What other factors did you take into consideration when creating your menu and recipe?
- What are the systems you would use to make/serve this recipe for 50 pp. in a way that maintains HQ customer service?

WEEKLY TOPICAL CLASS MEETING OUTLINE

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT DUE FOLLOWING WEEK
Week 1	<p>Introduction:</p> <ul style="list-style-type: none"> • Syllabus • Uniform requirements (none) • Kitchen site visits • Equipment ID: scales, measuring cups etc. • Introduction to kitchen measurements <p>Topics: THE FOOD SERVICE INDUSTRY & BUSINESS</p>	<p>Read: <i>FSM Fundamentals PT1 Ch. 1,2</i></p> <p>Handouts: Weights and Measures</p>
Week 2	<p>Quiz #1: Introduction to kitchen measurements</p> <p>Topics: MENU PLANNING & STANDARD RECIPES</p> <ul style="list-style-type: none"> • Menu planning and development • Art of menu planning • Various menu styles & implementation • Standardized Recipes • Recipe Costing • Recipe Analysis 	<p>Read: <i>FSM Fundamentals PT2 Ch. 3,4</i></p> <p>Handouts</p>
Week 3	<p>Quiz #2: Menu</p> <p>DUE TODAY: Article Project & Biography Subject</p> <p>Topics: MENU PRICING & INTRO TO CULINARY CONCEPTS</p> <ul style="list-style-type: none"> • Seasoning and flavoring • Mise en place • Cooking methods overview • Menu Pricing Strategies • Menu Psychology 	<p>Read: <i>FSM Fundamentals PT1 Ch. 5</i></p> <p>Handouts</p>
Week 4	<p>Quiz #3: Recipe Conversion & Menu Pricing</p> <p>TOPIC: FACILITIES, EQUIPMENT & FOOD SAFETY/SANITATION</p> <ul style="list-style-type: none"> • Facilities Design, Layout, & Planning • Food Safety and sanitation • Facilities Planning and development • Hi Volume Food Production, Banquets, Buffets • Equipment ID – Kitchen visit 	<p>Read: <i>FSM Fundamentals PT3 Ch. 6, 7</i></p> <p>Handouts</p>
Week 5	<p>DUE TODAY: Biography Project & Presentation Restaurant Choice for Review</p> <p>Topic: SUPPLY CHAIN & FOOD MANAGEMENT</p> <ul style="list-style-type: none"> • Purchasing • Methods of Buying • Receiving • Storage • Inventory Management 	<p>Read: <i>FSM Fundamentals PT3 Ch. 8, 9</i></p> <p>Handouts</p> <p>Study: Midterm</p>

Week 6	MIDTERM: ALL MATERIAL COVERED TO THIS POINT Topics: FLOW OF FOOD MANAGEMENT <ul style="list-style-type: none"> • Applying yield percent to ordering • Yield percent: when to ignore it and • Advanced conversion between weight & volume • Yield percent • AP and EP • Product Quality 	Read: <i>FSM Fundamentals PT1 Ch. 8,9</i> Handouts
Week 7	Quiz #4: Purchasing DUE TODAY: Film Response Project Topics: CUSTOMER SERVICE & HR MANAGEMENT <ul style="list-style-type: none"> • Customer Service • Service Styles • Quality & Standards • Service Failures & Recovery • HR Management • Staffing & Scheduling 	Read: <i>FSM Fundamentals PT1 Ch. 11, 13</i> Handouts
Week 8	Topic: LEADERSHIP <ul style="list-style-type: none"> • Leadership vs. Management • Supervision • Ethics • "People Skills" 	Read: <i>FSM Fundamentals PT1 Ch. 14</i>
Week 9	Quiz #5: Service, Production and Kitchen design	Read: <i>FSM Fundamentals PT1 Ch. 18</i> Handouts
Week 10	Topics: KBCC Urban Farm Topics: THE FUTURE OF THE FOOD SERVICE INDUSTRY <ul style="list-style-type: none"> • Food systems, • Fair trade, • Sustainability • Food justice • NYC Food Markets • Sourcing ingredients 	Read: Study for FINAL & Work on Final Project
Week 11	DUE TODAY: FINAL PROJECT PRESENTATIONS	
Week 12	Review for final exam	
TBA	Final Written Exam Time and place: TBA	

NOTE: THE ABOVE CLASS OUTLINE IS SUBJECT TO CHANGE AT THE INSTRUCTOR'S DISCRETION

Kingsborough Community College Culinary Arts Program Policies

This is college and a professional environment. Treat everything you do in this class and on this campus as your job. You are here to learn not only academic material, but to also learn professionalism and to prepare yourselves to be successfully employed once you graduate. I run my classes accordingly. I am not only here to teach you, but I am also here to be a professional resource, take advantage of that!

Attendance

Attendance in hands-on cooking classes is critical to your success. There is no way to "make up" a class as you could by doing some extra reading or copying someone's notes in a lecture course. Per the KCC attendance policy, you are allowed 2 absences (excused or unexcused). Because your weekly grade is determined by your work in the kitchen, absences will still negatively impact your grade.

What is Excessive Absence?

A student in any course who has been absent 15% of the total number of instructional hours that a class meets during a semester or session is deemed excessively absent. Where the course includes classroom lectures plus another component such as a lab/field placement, etc., the 15% excessive absence policy applies to either component. Excessive absences may result in the instructor assigning either a lower grade or a "WU" for that course [Culinary Arts program faculty assign a WU]. Consistent with the college-wide policy on appealing final grades, the student may appeal such a grade.

Instructional hours per semester/Excessive absences for semester:

- 24 hours [CA 21] = 4 hours of absences
- 36 hours [CA 50, 60; TAH 43, 71, 73, 8174] = 6 hours of absences
- 60 hours [CA 1, 2, 3, 11, 12, 8210; TAH 72, 74] = 9 hours of absences

Your instructor will give you guidelines for letting her or him know when you anticipate being late or absent. Because culinary arts is a professional program preparing you for industry, you *must* let your instructor know when you will be late or absent. No call/no show is as unacceptable in this program as it is in industry.

Assignment Policy

As a rule, I do not accept late work under any circumstances. It is your responsibility to be aware of the policies put forth in this syllabus, and abide by them. Treat this course as if it was your job. Communicate with me, and I will communicate with you. Absences happen, so be aware of the course and college policies on absences. It is your responsibility to make up all work in the event of an absence, if I deem this work to be permitted. In the event of an absence, I recommend you contact me prior to, or on the day of the absence to inquire about what you can do to receive the material that was covered in class. This policy applies to homework, quizzes, projects, and exams.

Quizzes

Quizzes may be announced or unannounced. If you are absent or late to class and miss a quiz, your resulting grade on that quiz will be a ZERO. I DO NOT give make-up quizzes.

Cell Phones

ABSOLUTELY NO CELL PHONES IN CLASS!

There is no texting or making calls or charging phones or tablets in the kitchen/classroom *(other than college approved charging stations).

When using a tablet in class please be mindful that there is significant bacterial contamination present on your tablet as well as your cell phone. Treat this situation as you would any other source of contamination. Wash your hands before and after use, clean and sanitize your devices according to manufacturers recommendations. Disinfectant wipes are available from the chef.

Note: If you make a phone call on a break, treat your phone as the food hazard it is and wash your hands thoroughly after each use.

This is a professional environment and I run my classes accordingly. Situations in life happen and I am aware and sympathetic to that. IF you have a situation which you feel having a cell phone is a necessity, you must come to me and speak with me BEFORE the beginning of class and WE will come up with an appropriate solution.

Dismissal

Only the instructor dismisses the class. While classes are designed to finish on time, the speed of the class in production and clean up will determine dismissal time.

Students are dismissed by the instructor. Leaving before dismissal counts the same as a lateness for purposes of attendance and grading.

Statement on Civility

Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and others is the foundation of educational excellence. Civility in the classroom and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matters of race, gender, sexual orientation, religion, and/or ability are not acceptable. Foul language, raised voices, or verbal or physical threats are not acceptable. Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.

Academic Integrity

Students are held to the CUNY Policy on Academic Integrity available here www.cuny.edu/about/info/policies/academic-integrity.pdf