



## Restaurant Operations – HOSP 240 Hospitality Management Diploma

### Course Outline

COURSE IMPLEMENTATION DATE: September 2018  
OUTLINE EFFECTIVE DATE: September 2021  
COURSE OUTLINE REVIEW DATE: April 2026

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#### GENERAL COURSE DESCRIPTION:

This course will give students a basic understanding of the management processes involved in food and beverage restaurant operations. Further discussions will familiarize the students with a variety of restaurant concepts, design considerations and product positioning. The students will develop skills in various aspects of food and beverage operations including basic leadership principles, human resources, restaurant marketing, menu planning and execution and cost control.

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**Program Information:** This course is required for the completion of the Hospitality Management Diploma.

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**Delivery:** This course is delivered face-to-face.

**COTR Credits:** 3

**Hours for this course:** 60 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	15
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	<b>60</b>

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-Job Experience	
Formal Work Experience	
Other	
<b>Total</b>	<b>N/A</b>

**Course Outline Author or Contact:**

Anna-Marie Rautenbach, MBA, CHE

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Signature

**APPROVAL SIGNATURES:**

Department Head  
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Department Head Signature

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Valid from: September 2021 – April 2026

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Education Council Approval Date

**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** A minimum of C- (55%) in both HOSP 135 and HOSP 220.  
Serving it Right certificate & Food Safe I certificate.

**Co-requisites:** None

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA  Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Student should also contact an academic advisor at the institution where they want transfer credit.

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Walker, J. R., (2018). *Restaurant Concepts, Management, and Operations* (8<sup>th</sup> ed). Wiley.

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- investigate and report on the emerging restaurant industry trends and innovations with a focus on the Canadian restaurant;
  - describe how key factors (e.g. restaurant concept, style and location) have an effect on the success of a restaurant;
  - evaluate a selection of restaurant menus to determine their suitability for a specific target market based off restaurant location with potential profitability in mind;
  - be familiar with the functions of and be able to use a Point Of Sales system in a restaurant setting;
  - develop food and beverage purchasing specifications, keeping sustainability in mind;
  - summarize how the restaurant menu is used as a marketing tool to influence market conditions, including reference to elasticity of demand;
  - differentiate between leadership styles and indicate which would be most suitable for restaurant operations;
  - describe the role of the restaurant manager in human resources management, within a restaurant setting, at each step of the employee cycle;
  - analyze financial information in a restaurant to evaluate the financial success of the restaurant business; and
  - apply acquired knowledge by using restaurant management simulation software to practise running a restaurant.
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## COURSE TOPICS:

- Introduction to restaurants
  - History of the restaurant industry
  - Different management structures
  - Trends in restaurant operations
  - Different types of restaurants
- Concept, location and design
  - Defining a restaurant concept
  - Restaurant location criteria for success
  - Considerations and decisions from concept to opening

- Menu considerations
  - Menu concept considerations
  - Menu trends
  - Menu engineering
  - Pricing strategies
  - Point of sales systems
- Food purchasing
  - Food and beverage product standards
  - Purchasing requirements
  - Sustainable purchasing
- Business and marketing plan
  - Sales strategies
  - Potential market assessment
  - Competitive analysis
- Leadership and management
  - Styles of leadership
  - The nature of restaurant leadership
  - Restaurant policies and procedures
  - Licencing requirements
  - Human resources considerations
  - Food and beverage cost control

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

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**EVALUATION AND ASSESSMENT (Face-to-Face Delivery):**

Assignments	% of Total Grade
Class discussion and participation	10%
Restaurant concept design & marketing assignment	25%
Restaurant managing analysis assignment	25%
Restaurant simulation - Lab assignment	10%
Midterm Exam	15%
Final Exam	<u>15%</u>
<b>Total:</b>	<b>100%</b>

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.*

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**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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**COURSE GRADE:**

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A course grade of "C-" or better is required for credit towards a diploma in Hospitality Management.

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**ACADEMIC POLICIES:**

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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**COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.