

KITCHEN & RESTAURANT MANAGEMENT

GRADE LEVEL: 12th

Prerequisites: Introduction to Culinary Arts, Culinary Skills Development I, Culinary Skills Development II

COURSE DESCRIPTION

In this course students will learn what it takes to run a restaurant and/or the role of management in food and beverage operations. Throughout the they will learn the in’s and out’s of running a restaurant as a business and the systems involved. They will also look at company culture and the role it plays in a food and beverage operations success or failure.

COURSE SEQUENCE:

“What are the skills I need to master in order to be employed in the restaurant industry?”

| SEPT | OCT | NOV-APR | MAY-JUNE |
|--|-----|---|--|
| Unit 1 Introduction to Restaurant Ownership | | Unit 2 Metals Management Rotations Scholars will work collaboratively to Prepare, Execute and Complete at the following stations Stations: Business, Culture and Systems | Unit 3 Restaurant Design Capstone |

Unit 1- Introduction to Restaurant Ownership

Enduring Understandings:

Scholars will understand that...

U1...The continued success of a restaurant is directly related to the quality of the customer service delivered.

U2...All business operations can be broken down into 3 segments; Business/Finance, Culture and Systems.

U3...Connecting with leaders and innovators in your industry will help advance your career

Essential Question:

Scholars will consider such questions as...

Why do so many restaurants fail?

Guiding Questions:

- Who is the customer?
- How is the culture of an organization developed?
- Can you run a successful restaurant that is not profitable?

Students will know...

Content from Restaurant Owner: Systems

- Basics of menu costing and budget development
- Standardized recipe writing for profitability
- Advanced customer service
- Internal customer service and employee relations
- Basic marketing and effective social media usage
- Human Relations
 - Sexual Harassment training
 - Soft Skills development/Employability skills

Students will be skilled at...

- Recipe and menu costing
- Recipe writing
- Brand development and basic marketing strategies
- Recognizing who their internal and external customers are
- Recognize their ability to provide excellent customer service
- Leveraging influential connections to build their professional network

PERFORMANCE TASK (PROJECT)

| Evaluative Criteria | Assessment Evidence |
|---|---|
| <p>Criteria for success: <i>What criteria will be used in each assessment to evaluate attainment of the desired results? Regardless of the format of the assessment, what qualities are most important?</i></p> <ul style="list-style-type: none"> • <i>Basic plans for the Business, Systems and Culture segments of the restaurant are complete and ready for use in Metals</i> • <i>Plan meshes well with the work planned in the Culinary II course</i> • <i>Level of understanding of the plan is high</i> • <i>Content and ideas developed with the industry leaders are used throughout the plan</i> | <p>PERFORMANCE ASSESSMENT <i>How will students demonstrate their understanding (meaning-making and transfer) through a complex performance task?</i></p> <p>Goal-The scholars have been taught the basics of BOH customer experience. In this unit they will be transitioning to the essential business skills found in the FOH and the management side of operating a restaurant. Scholars will be meeting industry leaders in various aspects of the Restaurant industry learning from their expertise. The scholars will then compile what they have learned and create a plan for the operations of Metals Cafe..</p> <p>Role -Scholars will be placed in the role of a member of the restaurant management team, together concerned with the overall operations of the business.</p> <p>Audience -Some of the industry leaders that first met with the scholars will be asked to come back and review the work they have created. All of the leaders are not expected to come back because of time limitations.</p> <p>Situation - Scholars will be tasked with developing the basic systems needed to open a restaurant. They will work with industry leaders to research the required material. These systems will be used during the “soft opening” and throughout the year by both the level and the Level II Culinary scholars as the Standard Operating Procedures for Metals Cafe.</p> <p>Product -The scholars will produce Standard Operating Procedures that will be used throughout the operation of Metals Cafe .</p> |

Unit 2- Metals Management Rotations

ROTATION STATION: #1 Business

Enduring Understandings:

Scholars will understand that...

U1...60% of all restaurants go out of business in the first three years due to fundamental flaws in the planning of the operation

U2...Strong sales, competent business management and effective cost controls provide the opportunity to maximize profitability

U3...A busy restaurant with great food is not always a successful business

Essential Question:

Scholars will consider such questions as...

How do you define a successful restaurant?

Guiding Questions:

- What's the difference between a leader and a manager?
- What things need to be considered when making sound restaurant business decisions?

Students will know...**Content from Restaurant Owner: Business Section**

- How food costs of a recipe and menu impacts the bottom line of a restaurant
- An inventory is an effective way to control spending
- The standard financial forms needed to run a successful restaurant
- The cost of labor and wasted time affects the bottom line
- How to get the word out to our chosen market
- What business decisions need to be made on a daily basis

Students will be skilled at...

- Using financial statements
- Responsible cash control
- Controlling labor costs
- Developing a marketing plan
- Making sound business decisions

Unit 2- Metals Management Rotations

ROTATION STATION: #2: Culture

Enduring Understandings:

Scholars will understand that...

U1...The culture of a restaurant defines how the employees think and act on the job

U2..In restaurants with strong positive cultures the employee does their very best.

U3..In restaurants with a strong positive culture the internal customer is valued as much as the external customer.

Essential Question:

Scholars will consider such questions as...

What drives the attitudes, performance and behaviors of the employees?

Guiding Questions:

- How do you gauge internal customer satisfaction?
- What is the difference between responsibility and accountability?

Students will know...**Content from Restaurant Owner: Culture**

- How to become more of a leader and less of a manager
- How to develop core values and create the foundation of your culture
- How to set clear expectations and hold your people accountable
- How to create a workplace where your people are friendly, supportive and willingly work together as a team
- How to build a team of highly engaged employees through trust, respect and a positive work experience

Students will be skilled at...

- Building collaboration
- Working as a team
- Demonstrating accountability at every level
- Mentoring others
- Adaptability and responding to change

Unit 2- Metals Management Rotations

ROTATION STATION: #3 Systems

Enduring Understandings:

Scholars will understand that...

U1...Systems are the tools that ensure consistency in the day to day restaurant operation

U2...Systems are only useful if they are used regularly

U3...Well structured systems allows for sound business decisions to be made

Essential Question:

Scholars will consider such questions as...

If you had to build a house without blueprints, what challenges would you run into?

Guiding Questions:

- What happens when an employee does not follow a recipe exactly?
- What is a system?

Students will know...**Content from Restaurant Owner: Systems**

- How to write a standardized recipe
- How Standard Operating Procedures ensure consistent customer experience
- How checklists establish order in the restaurant
- What information is needed in an employee training manual

Students will be skilled at...

- Writing and using standardized recipes
- Creating and using Standard Operating Procedures
- Creating and using checklists
- Creating and using training tools

PERFORMANCE TASK (PROJECT)

| Evaluative Criteria | Assessment Evidence |
|--|---|
| <p>Criteria for success: <i>What criteria will be used in each assessment to evaluate attainment of the desired results? Regardless of the format of the assessment, what qualities are most important?</i></p> <p><u>Scholar Evaluation Form</u></p> <ul style="list-style-type: none"> ● <i>Quality of Work</i> ● <i>Efficiency of Work</i> ● <i>Dependability</i> ● <i>Job Knowledge</i> ● <i>Attitude</i> ● <i>Housekeeping</i> ● <i>Reliability</i> ● <i>Personal Care</i> ● <i>Judgment</i> | <p>PERFORMANCE ASSESSMENT <i>How will students demonstrate their understanding (meaning-making and transfer) through a complex performance task?</i></p> <p>Goal- To take the content and the practical experience and apply that learning to a live restaurant setting during normal operating hours. The performance task will be based on the individual station rotation each scholar will be stationed</p> <p>Role - Each scholar will be serving as a line cook, host or server depending on which station rotation the scholars are assigned.</p> <p>Audience - The restaurant is opened to the public and any adult in the building. Guests can include scholars families, teachers and school support staff.</p> <p>Situation - Metals Cafe will be open for breakfast and lunch daily. The level II culinary scholars will serve as line cooks for the restaurant and would be considered internal employees of the Level III scholars. Scholars will manage day to day operations and lead the level II scholars as they run the restaurant jointly.</p> <p>Product - The finished product will be the overall customer service experience our scholars create.</p> |

Unit 3- Culinary Capstone

Restaurant Design

Enduring Understandings:

Scholars will understand that...

U1...developing a restaurant that will be successful involves planning at many levels
U2...restaurants are businesses with lots of moving parts that all need to be managed
U3...the culture of the restaurant is the personality of the operation.

Essential Question:

Scholars will consider such questions as...

What do you need to do to create your ideal restaurant?

Guiding Questions:

- What is your concept?
- How will you develop a business from your concept?
- Who is your customer and what is your plan to keep them coming back?

Students will know...

- How to expand a restaurant from a well developed concept
- How to develop culture focused on excellent customer experiences
- How to develop systems that will ensure consistency in the operation
- The difference between a leader and a manager

Students will be skilled at...

- Matching quality recipes to the restaurant's concept
- Employee management
- Monitoring a prep list
- Managing a timeline
- Food presentation

| PERFORMANCE TASK (PROJECT) | |
|--|--|
| Evaluative Criteria | Assessment Evidence |
| <p>Criteria for success: <i>What criteria will be used in each assessment to evaluate attainment of the desired results? Regardless of the format of the assessment, what qualities are most important?</i></p> <ul style="list-style-type: none"> • <i>Restaurant Concept</i> • <i>Restaurant Layout and Design</i> • <i>Employee Development Plan</i> • <i>Systems</i> • <i>Costing</i> • <i>Summary</i> | <p>PERFORMANCE ASSESSMENT <i>How will students demonstrate their understanding (meaning-making and transfer) through a complex performance task?</i></p> <p>Goal-The scholars create a restaurant plan bringing together all the components they worked on throughout this course and throughout the program..</p> <p>Role -Scholars will act as restaurant developers pitching their concept for a restaurant to a group of investors.</p> <p>Audience -Group of teachers who will act as “investors” who will determine which project they will back.</p> <p>Situation - Each scholar will be given the same location in the Rochester area and they will pitch an idea for a restaurant to a group of investors. The scholars will need to present the concept, systems and culture of their idea. The jury of investors will pick the restaurant project they want to back.</p> <p>Product -The scholars will produce a poster board with a mockup of their restaurant design and a description of the restaurant concept including a copy of their menu. They will also display the forms and systems they will use to control costs and ensure consistency in operations. The last piece of the project will be the staffing training they will use with their employees.</p> |