

Course Title:	RCOE Culinary Management
Department:	CTE
Course Number:	7926
Grade Level/s:	11 - 12
Length of Course:	One Year
Prerequisite/s:	RCOE Intermediate Culinary Arts, RCOE Introduction to Culinary Arts, RCOE Culinology
UC/CSU (A-G) Req:	G (Pending UC Submission)
Brief Course Description:	This capstone course offers a unique blend of hospitality management and advanced culinary arts training for high school students. Students with previous culinary arts experience will take part in developing management techniques used in work-based learning events such as dinner services, catering opportunities, and internships. Students will participate in activities to develop leadership and teamwork skills while collaborating with clients and classmates. Students will gain an understanding of the importance of professional ethics and the legal responsibilities while solving a variety of problems using critical thinking skills.

I. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

- A. Unit 1 – Safety Sanitation
 - 1. Description: Students will analyze safety and sanitation protocols and complete the county Food Safety Test online to gain the County Food Handlers Certification.
 - 2. Topics Include:
 - a. First Aid & Kitchen Safety
 - b. Hand Washing
 - c. Critical Temperatures
 - d. The Flow of Food
 - e. Foodborne Illnesses
 - f. Hazard Analysis Critical Control Points
 - 3. Key Assignments:
 - a. Students will create an account within the State Food Safety website.
 - b. Students must achieve a 78% or above to receive a certificate and be qualified according to the County Health Department.

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- c. This will allow students to work with or around food in the County of Riverside for 3 years.
 - d. Complete State Food Safety Online Exam.
 - e. www.statefoodsafety.com
 4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1
- B. Unit 2 – Hospitality Spirit
1. Description: Students will explore the history of hospitality, modern hospitality, hospitality of other cultures, and the hospitality spirit.
 2. Topics Include:
 - a. Research how the industry has impacted different economies and cultures throughout time.
 - b. Changes in hospitality from 1443 A.D./C.E. to present day.
 - c. Expectations of today.
 - d. Expectations of other cultures and our own norms.
 - e. Recent/Current Events in Tourism: benefits & struggles.
 - f. Sociocultural Impact of Tourism.
 - g. Pineapple Tradition.
 - h. Moments of Truth in Service.
 - i. Empowering Employees.
 - j. Hospitality Industry Philosophies (i.e., J.W., Ritz, Disney, Hyatt)
 3. Key Assignments: Hospitality Around the World
 - a. In groups, students will research and present findings related to the cultural practices in other regions of the world as it pertains to the hospitality industry.
 - b. After selecting a country and a large hotel leader (i.e., Hyatt, Marriott, and Hilton), students will research the hospitality practices in that area and compare each with experiences as found in the United States.
 - c. Students will then create a brochure related to the travel experience. The brochure will include:
 - Pictures of the type of food that would be served
 - A sampling of the menu items (4-6)
 - Expected ambiance
 - Hotel and amenities
 - Food customs, tables settings, etiquette
 - Cultural norms
 - Global impact/issues
 - d. Upon finalizing the brochure, students will prepare a 3-5 minute class presentation where they are presenting their brochure to a prospective client/traveler
 4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1

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C. Unit 3 – Front of House (FOH)

1. Description: Students will explore, practice, and implement Front of House requirements, duties, and terminology in the classroom and during our work-based learning opportunities. This will be completed in preparation for the culminating internship unit. If a school site does not have a student run café, some lessons will be staged with a faux/mock restaurant setting where a number of students will be assigned to the Back of the House and the Front of the House while others will be customers. Each group will have the opportunity to rotate accordingly. Each skill will be completed and assessed during work-based learning events such as dinner service events and student/parent luncheon events.
2. Topics Include:
 - a. Customer Service: phone etiquette, taking a message, proactive vs. reactive, 5/10-foot rule, verbal/non-verbal ques (practiced/assessed in small groups in classroom and field trip around campus).
 - b. Table Setting.
 - c. FOH Position & Responsibilities: busser, host/hostess, floor manager, expo, food runner, server, bartender (working both ways, suggestive selling, restaurant forecasting, secret shoppers).
 - d. Cash Handling/Money Transaction.
 - e. FOH Catering: buffet display/setting, napkin folding, CEO/BEO.
 - f. Room Set-Ups.
 - g. FOH Catering: positions & responsibilities.
 - h. Beverages: relevance, responsibility, and history.
3. Key Assignments:
 - a. Part One: Students will collaborate in small groups to create a Secret Shopper evaluation sheet, visit a restaurant, and complete the evaluation on the Front of House. Students will then evaluate the findings to determine what could be improved and report back to class.
 - b. Part Two: Students will then be asked to call the manager at the establishment, introduce themselves and communicate findings of their visit whether experience was good or bad and inquire the manager's perspective.
 - c. Part Three: During a Socratic seminar, students will discuss experiences, problems, and possible solutions.
4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1

D. Unit 4 – Back of House (BOH)

1. Description: Students will be responsible for contacting the customer, evaluating the needs of the customers, establishing a profitable menu, ordering/shopping for the needed items, creating a production schedule, and then executing the event on time. For students to bill the customer and prepare food for the event, they will need to use mathematic formulas such as unit cost, food cost percentage, and the recipe adjustment formula.

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2. Topics Include:
 - a. Catering:
 - Batch cooking/desserts, BEO/CEO, production/event planning, billing, buffet set-up/clean-up.
 - Menu planning: food, serving utensils, common allergies listed, drinks, etc.
 - Communicating with the team: create a work schedule, standardized recipes, cooking schedules, and production sheets.
 - Food orders, pars, and shopping experiences.
 - Cross utilization of ingredients to ensure total utilization of product.
 - Maintain safety and sanitation standards of the industry.
3. Key Assignments:
 - a. While working in teams, students will assume the role of an Executive Chef. During this time, they will be demonstrating, applying, planning, and executing a live event for a client.
 - b. While each team plans and works with the client, they will be required to complete a multi-step plan which guides them to the culmination of the event. The plan will include a demonstration of math and writing, food and event planning, customer interaction, and self-evaluation skills.

Components of the Executive Chef Plan:

 - Determine client's need.
 - Select and edit appropriate recipes.
 - Plan a schedule for production.
 - Finalize the menu.
 - Coordinate the execution of food production line.
 - Verify successful completion for customer satisfaction.
4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1

E. Unit 5 – Hospitality Management

1. Description: Students will identify the characteristics and practices of leaders and managers. They will then explore the different managerial positions available in the hospitality industry and practice managerial workplace norms and responsibilities such as, performance appraisals and communication. This unit will also prepare students for their internship where each will have the opportunity to utilize these skills in a professional workplace setting.
2. Key Assignments:
 - a. Roles and Responsibilities: Interviewing candidates, hiring/firing, professionalism, communication & decision making and active listening.
 - b. Management Styles: Personal character test – What is your management style? Evaluate/reflect.
 - c. Leadership vs. Management.
 - d. Ethics.
 - e. Food and Beverage Operations.
 - f. Standard Operating Procedures.

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- g. Career Exploration.
 - h. Evaluations: Subjective language, proper forms, delivery.
 3. Key Assignments: Each student will rotate through the “manager” position while the rest of the class is completing an assigned lab assignment. The instructor will use a rubric to grade student as they are managing others for the duration of the lab. The manager will:
 - a. Answer questions.
 - b. Keep employees on task.
 - c. Maintain a clean/safe work environment. Correct mistakes, as necessary.
 - d. Give feedback to employees throughout the day.
 - e. Complete daily tasks such as temperature logs, cleaning check list and proper check-out of each team as they complete lab and clean-up.
 - f. Maintain professionalism at all times.
 4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1
- F. Unit 6 – Business, Sales, and Marketing
1. Description: Students will become familiar with marketing terms and concepts, types of marketing, and how each can be used to increase revenues and profits for companies in the hospitality industry. Students will then create marketing and business plans, develop “elevator pitch” to prepare for future college and career interviews, as well as entrepreneurship opportunities. Students will also investigate how other businesses use marketing and sales.
 2. Topics Include:
 - a. Marketing & Sales Principles
 - b. Public Speaking
 - c. Create Multiple SWOT Analysis
 - d. Branding
 - e. Marketing Plan
 - f. Social Networking
 - g. Business Plan
 3. Key Assignments:
 - a. Part 1: Students will research and collect two business plans from other industry related companies.
 - b. Part 2: 2-4 students will work together to complete different parts of a business plan for a chosen industry segment. Items included in business plan:
 - Marketing plan on chosen industry segment
 - SWOT Analysis
 - Brand/Slogan/Logo
 - Target Market
 - Start-Up Cost
 - Location

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- c. Part 3: They will present their plan to the class. Completed business plans will be graded by rubric. After each group presents, the class will complete a peer evaluation.
 4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1
- G. Unit 7 – Human Resources
1. Description: In the Human Resources unit, students will discover the purpose of Human Resources, their rights as employees per California labor laws, and receive an introduction to basic “on boarding” and “new hire” challenges when entering the workplace.
 2. Topics Include:
 - a. Responsibilities of HR.
 - b. Advantages/disadvantages of working conditions in different industry sectors.
 - c. Ergonomics/review common accidents in the hospitality workplace and research prevention.
 - d. OSHA
 - e. Create MSDS & Standard Operating Procedures.
 - f. Policies/Benefits Handbook.
 - g. On-boarding training.
 - h. How-To: timecard, PTO, overtime, read a check, complete new-hire paperwork
 - i. Labor Laws
 - j. Harassment
 3. Key Assignments: Students will create a new employee handbook based on the hospitality industry and CA labor laws and market research they have completed.
 - a. Students must call/visit 3 local hospitality businesses and retrieve an employee handbook from each OR print from an online source.
 - b. Look up minimum 10 CA labor laws that would pertain to their first 5 years in the workplace, such as how to report an accident, allotted breaks, and harassment.
 - c. Must include a signature page.
 - d. Minimum of 5 topics addressed.
 - e. Minimum of 3 pages in length, typed and printed.
 4. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1
- H. Unit 8 – Hospitality Internship
1. Description: The internship section of this course will be the practical culmination of the classroom lessons in the Hospitality, Tourism, and Recreation pathway. The culinary program has created community partnerships with local hospitality related businesses, such as hotels, restaurants, and retirement communities where the students will intern in various roles throughout the school year. The internship will allow students to use safety and sanitation, food preparation, planning, and

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execution, baking and pastry, customer service, and managerial skills in a real world, and work-based learning environment.

2. Key Assignments: While at the internship site, students will observe, analyze/reflect, and revise a finding from their worksite. This could be in the form of a missing MSDS book or an improved layout for the dining room, etc. Students will then present their observations and revisions/recommendations to the class for discussion and peer review. Additionally, students will schedule a meeting with the manager and discuss their observation and recommendation for revision. After the meeting, students will prepare a one-page reflection paper about the meeting. Upon completion of the internship, students will complete a self-reflection paper:
 - Discussing skills learned, challenges faced and if they plan to continue in the industry.
 - Minimum of 2 pages in length, typed and printed.Lastly, the student will write a thank you letter to the establishment and staff who participated in the internship process.
3. Standards Addressed:
 - a. Academic: LS: 11-12.1
 - b. CTE Anchor: Communications: 2.1
 - c. CTE Pathway: B1.1

II. ACCOUNTABILITY DETERMINANTS

- A. Methods of Instruction:
 1. Direct instruction
 2. Group and individual applied projects
 3. Multimedia
 4. Demonstration
 5. Field trips
 6. Guest speakers
- B. Student Evaluation
 1. Student projects
 2. Written work
 3. Exams
 4. Observation record of student performance
 5. Completion of assignment

III. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

- A. Required Textbook(s)

Title: Introduction to Hospitality (8th ed)
ISBN: 9780135209813
Format: Print
Author(s): John R. Walker
Publisher: Pearson
Year: 2020
Additional Info:

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- B. Supplemental Textbooks:
Title: The Culinary Professional (2nd ed)
ISBN: 9781619602557
Format: Print
Author(s): John Draz
Publisher: Goodheart-Wilcox Co
Year: 2014
Additional Info: Supplemental textbook