


AUF
*The American
University of Florence*
SYLLABUS

APCIUS INTERNATIONAL SCHOOL OF HOSPITALITY

SCHOOL OF HOSPITALITY
DEPARTMENT OF RESTAURANT, FOOD, AND BEVERAGE MANAGEMENT
COURSE TITLE: FRONT OF THE HOUSE MANAGEMENT
COURSE CODE: HPFBSM330
3 semester credits
1. DESCRIPTION

The front of house area of any restaurant should be carefully planned in order to balance ambiance with function. Restaurant seating, wait stations, and waiting areas are just a few of the areas to consider when planning a restaurant dining room. The course focuses on all aspects that characterize the front of the house experience. Emphasis is placed on the importance of the front of the house to properly reflect the restaurant concept and the necessity of planning front of the house spaces for efficiency. Furthermore, the course considers the pivotal role of excellent customer service and the training methods of front of the house staff.

2. OBJECTIVES

Students will be introduced to front of the house management through class hours spent in GANZO, under the guidance of experienced professionals. Students will have the opportunity to develop an understanding of the activities, functions, and organization FOH management within the restaurant. Upon successful completion of this course, students will be able to:

- Define the job of a server
- Identify different types of service and techniques for serving efficiently
- Have an overview of the daily operation of the food & beverage department
- List supplies needed at the Front of the House
- Define opening and closing duties of a restaurant
- Identify different types of menus
- Manage timing of the food&beverage service
- Identify methods for taking orders
- Understand how to serve beverages
- Handle complaints that may arise

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, and projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

The course consists of interactive lectures, practices and individual assignments with specific focus on the understanding of the complexities of Front of the House management. Beside on-site experiences at

Ganzo - School Creative Learning Lab Restaurant, the course also provides the opportunity for students to put into practice the learned concepts and develop them in real-life situations. This course requires student participation in class exercises such as participating in group work and simulation/role-play in order to understand the front of house dynamics.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

Lora Arduser & Douglas R. Brown, *The Waiter & Waitress and Waitstaff training handbook*, Atlantic Publishing Group, 2005. Cost: 28,50€

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

JOHN R. WALKER, *The Restaurant from concept to operation*, sixth Edition, 2011

HEINZ BECK, UMBERTO GIRAUDO, SIMONE PIOLI, *Arte e Scienza del servizio*, BIBLIOTHECA CULINARIA

BRUCE MATTEL, *CATERING – A GUIDE TO MANAGING SUCCESSFUL BUSINESS OPERATION*, The Culinary Institute of America

TOM POWERS, DENNIS REYNOLDS, CLAYTON W. BARROWS, *Introduction to Management in the Hospitality Industry*, 10th Edition

ROBERT KREITNER, ANGELO KNICKI, *Organizational Behavior*, 9th Edition 2010

JACK E. MILLER, JOHN R. WALKER, KAREN EICH DRUMMOND, *Supervision in the Hospitality Industry*, 5th Edition 2007

DAVID FOSKETT, PATRICIA PASKINS, *The Theory of Hospitality & Catering*, 12th Edition 2011

MICHAEL D. OLSEN, JOSEPH J. WEST, ELIZA CHING YICK TSE, *Strategic Management in the Hospitality Industry* 3rd Edition, 2008

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

Should students wish to store materials or equipment, lockers are available with a deposit (given back after returning the key).

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

20% Participation and assignments

20% Midterm Exam, Field Learning project (if applicable), Special/Research Project (if applicable)

25% Final Paper/Project

25% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.
- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Final Paper/Project** accounts for 30% of the course grade.

- Format: topic, length, guidelines, and due date will be provided in the course addendum.
- The research paper will account for 60% of the grade assigned and the presentation will account for the remaining 40%.
- Material for research will be available at the university library.

The **Final Exam** accounts for 35% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 5 Multiple choice questions, 5 True or False questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: one essay question; a correct and complete answer is worth 30 points (based on content, vocabulary, detail, etc.).

Assignments, practical and role-play exercises account for 25% of the overall grade. Some Front of the house shifts are mandatory in order to successfully complete the course. Please refer to course addendum for session schedule.

12. LESSONS

Lesson 1

Meet	In Class
Lecture	<ul style="list-style-type: none"> • Syllabus presentation • Service, hospitality and guests relations
Objective	Students will be introduced to a restaurant's mission and to the fundamental challenges of the front of the house operation, how to define the restaurant's target, the differences between the client and the customer, service and hospitality
Lab	An overview of Ganzo School Restaurant 's service system
Bibliography	Ganzo Booklet

Lesson 2

Meet	In Class
Lecture	<ul style="list-style-type: none"> • The serving staff and duties
Objective	Students will be able to understand: <ul style="list-style-type: none"> ○ The job of a server ○ Job qualifications: server, head server, maitre d'hotel, dining room manager ○ Importance of the teamwork with Coworkers and Supervisors
Lab	Exercise with professor: table setting
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch.1 and ch.9 Professor's lecture notes
Note	Definition of topics for the student project

Lesson 3

Meet	In Class
Lecture	<ul style="list-style-type: none"> • Restaurant typologies and characteristics

Objective	Students will learn about the differences between many types of establishments and the types of table service: quick service restaurants, fine-dining restaurants, family restaurants, theme restaurants, ethnic restaurants Staff positions and duties
Lab	Exercise with professor: service situations
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch. 2 Professor's lecture notes

Lesson 4

Meet	In Class
Lecture	<ul style="list-style-type: none"> Restaurant visit
Visit	Refer to course addendum for details.
Objective	Understand the FOH duties and responsibilities in a local restaurant

Lesson 5

Meet	In Class
Lab	<ul style="list-style-type: none"> Hosting, seating guests Inspecting the dining room
Objective	Students will understand the nature of receiving customers, how to seat guests, to control the traffic flow in the dining room, how to approach guests who are seated
Readings	Textbook ch. 3 Professor's lecture notes

Lesson 6

Meet	In Class
Lecture	1. Table service
Objective	Type of table Service Left or Right? Table-side Service Table setting General Rules for Table Service
Lab	Exercise with professor
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch. 4 Professor's lecture notes

Lesson 7

Meet	In Class
Practice	Mid-term Exam

Lesson 8

Meet	No Class
	Session Break

Lesson 9

Meet	In Class
Lab	<ul style="list-style-type: none"> • Safety and sanitation practices
Objective	Safety Preventing accident Strains Slipping and falling HACCP
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch.15

Lesson 10

Meet	In Class
Lecture	<ul style="list-style-type: none"> • Taking Orders
Objective	Students will learn about practices on giving and collecting orders, identify techniques for taking food and beverage orders
Lab	Exercise with professor
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch. 5 Professor's lecture notes

Lesson 11

Meet	In Class
Lecture	<ul style="list-style-type: none"> • Wine service
Objective	Students will identify techniques for serving wine properly
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch. 3 Professor's lecture notes

Lesson 12

Meet	In Class
Lecture	<ul style="list-style-type: none"> • Menu knowledge
Objective	The importance of knowing terms The importance of knowing a menu for special events
Bibliography	The Waiter & Waitress and Waitstaff training handbook, Lora Arduser & Douglas R. Brown
Readings	Textbook ch. 10 Professor's lecture notes

Lesson 13

Meet	In Class
Lecture	<ul style="list-style-type: none"> - Technology - Inventory management

Objective	The importance of using technology in the front of the house and the coordination of an inventory management system
Lab	Exercise with professor
Readings	Professor's lecture notes

Lesson 14

Meet	In Class
	Project Presentation

Lesson 15

Meet	In Class
	Final Exam
Note	The exam will be supervised by the instructor.