

**AUF***The American
University of Florence***SYLLABUS**Rev. 8
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Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

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 CEMI front of the house management through class hours, 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 FB 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, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

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 CEMI experiences, 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, 2017.

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:

<https://www.auf-florence.org/Library/the-library/>

6. COURSE MATERIALS

No additional course materials are necessary.

7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

30% Assignments & Participation

20% Midterm Assessment

20% Final Paper/Project

20% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog’s attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:

https://catalog.auf-florence.org/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Assignments, practical and role-play exercises account for 30% of the overall grade. Some Front of the house shifts are mandatory in order to successfully complete the course. Please refer to the course site for details.

The **Midterm assessment** accounts for 20% of the final course grade. For submission details and deadlines consult the course site. The time and date of the submission cannot be changed for any reason.

The **Final Paper/Project** accounts for 20% 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%.

The **Final Exam** accounts for 20% 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: Short-answer questions (at least 10).
- Part II: Essay question(s)

10. COURSE OUTLINE

| Lesson 1 | |
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| Meet | In Class |
| Lecture | Lecture topics: <ul style="list-style-type: none"> • Overview of Front of the House service • FOH in the hospitality industry • Guests relations Lab topic: An overview of the CEMI service system |
| Objective | Gain familiarity with a restaurant's mission, the fundamental challenges FOH operation, defining the restaurant's target, client-customer differences, service and hospitality. |
| Readings/Assignments | Read: CEMI Booklet(s), Textbook Ch. Intro Complete: Assignment #1, due prior to next lesson. |

| Lesson 2 | |
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| Meet | In Class |
| Lecture | Lecture topics: <ul style="list-style-type: none"> • Serving staff hiring and duties • Best practices for serving Lab topic: faculty-guided table setting exercise |
| Objective | Students will gain a deeper understanding of job duties and lists for serving, job qualifications, and practices for teamwork with supervisors and colleagues. |
| Readings/Assignments | Read: Textbook Ch. 1 & 9 |

| Lesson 3 | |
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| Meet | In Class |
| Lecture | Lecture topics: <ul style="list-style-type: none"> • FOH service characteristics according to categories, variation, and emerging trends in the restaurant industry. • Restaurant visit: local case study Lab topic: faculty-guided service situations exercises |
| Objective | Students will analyze: Table service according to differences in dining establishment categories (Examples include: quick service restaurants, fine-dining restaurants, family restaurants, theme restaurants, and international restaurants). Staff positions and duties. FOH duties and responsibilities in a local restaurant. |
| Readings/Assignments | Read: Textbook Ch. 2 Complete: Assignment #2, due prior to next lesson. |

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| Lesson 4 | |
| Meet | In Class |
| Lab | Lecture topics: <ul style="list-style-type: none"> • Hosting, seating guests • Dining room standards and inspections • Final project overview |
| Objective | Students will examine in depth topics related to receiving customers, guest seating, dining room traffic flow control, how to approach seated guests. |
| Readings/Assignments | Read: Textbook Ch. 3 |

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| Lesson 5 | |
| Meet | In Class |
| Lecture | Lecture topics: <ul style="list-style-type: none"> • Table service in international contexts. • Table service styles (including buffet & family), left vs right. • Tableside setting and service Lab topic: Faculty-guided table-based service exercises. |
| Objective | Students will be: Exposed to and apply concepts of table style, service, and setting according to internationally recognized and utilized approaches Reflect on effective strategies for table service according to context and audience. |
| Readings/Assignments | Read: Textbook Ch. 4 Complete: Midterm Assessment assigned, due prior to next lesson. |

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| Lesson 6 | |
| Meet | In Class |
| Lab | Lecture topics: <ul style="list-style-type: none"> • Overview of safety, sanitation, risk/hazard/accident prevention standards. • Food safety and sanitation practices, HACCP standards for FOH • Employee and client safety in dining environments. |
| Objective | Students will explore and analyze various scenarios of safety and sanitation in dining establishments from food service to facility safety, preventive measures, and management of emergency scenarios. |
| Readings/Assignments | Read: Textbook Ch. 15 |

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| Lesson 7 | |
| Meet | In Class |
| Lecture | Lecture topics: <ul style="list-style-type: none"> • The role of menu knowledge in FOH management. • Menu structure, terminology, ingredient preparation, and dietary restrictions in client communication. • Seasonal and special menu knowledge. |
| Objective | Students will examine the many roles that a menu represents in front of the house operations, client communication and experience, and overall menu delivery according to standard delivery and special occasions. |
| Readings/Assignments | Read: Textbook Ch. 10 Complete: Assignment #3, due prior to next lesson. |

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| Lesson 8 | |
| Meet | In Class |
| Lecture | <p>Lecture topics:</p> <ul style="list-style-type: none"> • Practices for giving and collecting orders • Techniques for food vs. beverage orders • Strategies for tableside client interaction, menu explanations, and order delivery. <p>Lab topic: Faculty-guided ordering simulation exercises.</p> |
| Objective | Students will trace the steps and processes involved in food and beverage orders from menu presentation to client delivery. |
| Readings/Assignments | Read: Textbook Ch. 5 |

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| Lesson 9 | |
| Meet | In Class |
| Lecture | <p>Lecture topics:</p> <ul style="list-style-type: none"> • Beverage and wine service in FOH operations. • Wine service in FOH settings with a focus on practices and customs in Italy. • Alcohol sale and safety topics. |
| Objective | Students will identify techniques for presenting and serving wine in FOH contexts, acquire knowledge of standards in terms of alcohol consumption and safety, and analyze specific scenarios of wine service from an Italian perspective. |
| Readings/Assignments | Read: Textbook Ch. 13 |

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| Lesson 10 | |
| Meet | In Class |
| Lecture | <p>Lecture topics:</p> <ul style="list-style-type: none"> • Technology: development, current use, and evolving trends • Inventory management standards • Project Presentation <p>Lab topic: Faculty-guided application of tech-based exercise.</p> |
| Objective | Students will understand the importance of integrating and properly utilizing technology in the front of the house and the coordination of an inventory management system. |
| Readings/Assignments | <p>Read: Textbook Ch. 11</p> <p>Complete: Submit paper/project prior to the final exam.</p> |

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| Lesson 11 | |
| Meet | In Class |
| Exam | Final Exam |