

Foundations of Restaurant Management & Culinary Arts

Learning Objectives

Chapter 1 : Defining Your Concept and Market

1. Identify the vital elements of a restaurant concept.
2. Develop your own restaurant concept.
3. Compare and evaluate different types of restaurant floor plans.
4. Identify the details of restaurant interior design.
5. Explain how the four Ps influence the marketing of your operation.
6. Identify the major components of sustainable food practices.
7. Identify the steps in a typical marketing plan.
8. Perform a SWOT analysis.
9. Compare activities included in the promotional mix.
10. Describe how community relations benefit a restaurant owner/operator.
11. Identify and describe the components of a business plan.

Chapter 2 : Menu Development and Management

1. Identify the four major factors to consider when determining a restaurant's cuisine and menu offerings.
2. Explain the link between demographic information about a community and a restaurant meeting its target market's needs.
3. Describe the major functions of a menu.
4. Compare and contrast the different types of menus.
5. Analyze a menu in terms of its medium and its design elements.
6. Calculate the price of a menu item using the food cost percentage method.
7. Define the Q factor and its significance to restaurant profitability.
8. Explain the purposes of a menu sales mix analysis.
9. Describe the characteristics of the four classifications of menu items.
10. List strategies for optimizing a menu based on the menu classifications.

Chapter 3 : Introduction to Cost Control

1. Recognize why cost control is important for a foodservice business.
2. Examine the balance between sales and costs necessary to make a profit.
3. Distinguish between the different types of foodservice costs.
4. Investigate the relationship between sales and labor costs.
5. Explore why businesses use budgets and profit and loss reports.
6. Explain how forecasting helps control foodservice costs.
7. Identify and evaluate the tools that help control foodservice costs.
8. Assess ways to reduce food waste.

Chapter 4 : Food, Beverage, and Labor Costing

1. Identify methods of cost control in the flow of food.
2. Analyze how quality control affects costing in the flow of food.
3. Define and calculate food and beverage cost and food cost percentage.
4. Recognize the importance of inventory value as it relates to cost control.
5. Develop a recipe cost card for a standardized recipe.
6. Calculate a recipe yield and the number of portions it will produce.
7. Analyze plate cost and drink cost.
8. Formulate a new yield for an existing recipe using a conversion factor.
9. Explain the importance of portion control.
10. Describe how to evaluate a finished product for quality.
11. Analyze the relationship between sales volume and labor costs.
12. Understand how prime cost affects labor costing.
13. Distinguish between types of schedules typically used in a foodservice operation.
14. Describe how to write a schedule to achieve labor goals.

Chapter 5 : Purchasing, Receiving, and Managing Inventory

1. Identify the common goods and services purchased by restaurants and foodservice operations.
2. Outline the steps of purchasing for restaurants and foodservice operations.
3. Describe the role and goals of buyers in the industry.
4. Explain the relationships between primary sources, intermediary sources, and retailers within the channel of distribution.
5. Compare the formal and informal buying processes.
6. Name factors that can affect the price of food.
7. List the factors that affect a restaurant's quality standards.
8. Describe the characteristics of clear, complete, well-written product specifications.
9. Outline buyer considerations when conducting a make-or-buy analysis.
10. List the tools that help buyers effectively plan their operation's purchasing needs.
11. Explain the significance of safe, effective, and efficient receiving processes to a restaurant or foodservice operation.
12. List the key principles or properly storing goods delivered to restaurants and foodservice operations.
13. Explain the purposes of formal issuing procedures.
14. Describe perpetual inventory and physical inventory systems.

Chapter 6 : Eggs and Dairy Products

1. List the various types of milk and milk alternatives available today and explain how they differ from each other.
2. Describe the various types of cream available today and explain how they differ from each other.
3. Define cultured dairy products and explain what fat content these products have.
4. Describe best practices for receiving and storing milk, cream, and cultured dairy items.
5. Explain the differences between butter and butter substitutes.
6. Name the primary kinds of cheese.
7. List the parts of an egg and explain how to keep eggs safe.
8. Name some different ways to cook an egg.

Chapter 7 : Breakfast Cookery

1. Describe the types of breakfast service.
2. Explain how to prepare pancakes, crêpes, waffles, and French toast.
3. Describe how to prepare various breakfast meats.
4. Explain how to prepare various breakfast starches.

Chapter 8 : Fruits

1. Classify the various types of fruit.
2. List factors that affect purchasing decisions regarding fruit.
3. Explain how fruit should be stored.
4. Identify various methods for preparing fruit.
5. Describe various methods for cooking fruit.

Chapter 9 : Vegetables

1. Describe the various types of vegetables.
2. List factors that affect purchasing decisions regarding vegetables.
3. Explain how vegetables should be stored.
4. Differentiate among various methods for preparing vegetables.
5. List various methods for cooking vegetables.
6. Explain how to hold vegetables for safety and quality.

Chapter 10 : Potatoes, Grains, and Pasta

1. Describe three or more types of potatoes and their characteristics.
2. Explain how potatoes should be stored.
3. List three or more methods of preparing potatoes.
4. Name three or more types of grains and legumes and list their characteristics.
5. Explain how grains and legumes should be stored.
6. Describe two or more methods of preparing various types of grains and legumes.
7. List three or more types of pasta.
8. Explain two or more methods of preparing pasta.
9. Name two or more methods of preparing dumplings.

Chapter 11 : Introduction to Management

1. Outline the major responsibilities of a manager.
2. Formulate a vision statement and a mission statement.
3. Define SMART goals.
4. Explain how a manager builds a successful team.
5. Understand the laws that govern hiring and training employees.
6. Analyze the common expectations employees have of managers.
7. Explain why diversity is important in a workplace and how it can be promoted.
8. Evaluate the style, skills, and characteristics of a leader.
9. Understand the steps for solving a problem.

Chapter 12 : Risk Management

1. Understand how to manage operational risks in a foodservice operation.
2. Explain the role of the general safety audit in risk analysis and risk management.
3. Determine the role of Occupational Safety and Health Administration (OSHA) regulations in risk management.
4. Explain the purpose of the Hazard Communication Standard (HCS) requirements for foodservice owners and managers.
5. Analyze how a workplace safety program addresses harassment, bullying, and other abuse.
6. Understand the guidelines for handling harassment, bullying, and abuse claims.

Chapter 13 : Nutrition and Healthy Menus

1. Explain why nutrition is important to the restaurant and foodservice industry.
2. List the five food groups that are part of the MyPlate nutrition model.
3. Describe how phytonutrients and fiber function in the body.
4. Explain the role that carbohydrates play in people's diets.
5. List at least three reasons fats are necessary in people's diets.
6. Explain what proteins do and list at least three foods that have them.
7. Differentiate between vitamins and minerals.
8. Describe how water benefits the human body.
9. Differentiate between vegetarian and vegan diets.
10. Describe at least two food preparation techniques that preserve nutrients.
11. Give at least three examples of modifications that can make meals healthier.
12. Differentiate between "natural" and "organic" on a food label.

Chapter 14 : Meat

1. Classify the different grades of meat.
2. Identify different cuts of meat from various animals.
3. Explain the procedures for receiving meat.
4. Outline the basic ways to cook and prepare meat.
5. Identify the best ways to cook specific forms of meat.

Chapter 15 : Poultry

1. Describe the various grades of poultry.
2. Identify different forms of poultry.
3. Outline the procedures for receiving poultry.
4. Explain how to fabricate poultry.
5. Review the basic cooking techniques used to prepare poultry.
6. Compare and contrast specific methods for handling different forms of poultry.

Chapter 16 : Seafood

1. Describe the inspection and grading process for seafood.
2. Name at least three forms of seafood.
3. List the procedures for receiving seafood.
4. Explain the best way to fabricate seafood.
5. Differentiate between sushi, maki, and nigiri
6. Describe at least two basic cooking methods for seafood.
7. Explain how to tell when fish is fully cooked.

Chapter 17 : Yeast Breads

1. Identify the basic types of yeast bread dough.
2. Describe key features of each kind of yeast bread dough.
3. Identify the two basic methods used to make yeast breads.
4. Compare and contrast the two methods for making yeast bread.
5. Describe advantages and disadvantages of different types of yeast.
6. Identify the 10 basic steps of making yeast bread.

Chapter 18 : Cakes and Pies

1. Describe cake batters and how they are prepared.
2. Identify the three basic purposes for icing and the various types of icing.
3. Explain how to prepare icing.
4. Identify the types of soufflés.
5. Explain how to make a soufflé.
6. Describe a 3-2-1 pie dough, and explain how it is prepared.
7. Describe laminated dough, pâte à choux, and phyllo dough.
8. Explain how each type of pastry dough is prepared.

Chapter 19 : Desserts

1. Explain how chocolate is made, including its main ingredients.
2. Explain how to temper and store chocolate.
3. Explain how to prepare baked and stirred custards.
4. Explain how custards are used in desserts.
5. Identify the different types of frozen desserts.
6. Describe differences in frozen desserts.
7. Describe poached fruit and tortes.
8. Define dessert sauces.
9. Identify the main types of dessert sauces.
10. Describe how different dessert sauces are made.

Chapter 20 : Modern Plating

1. Explain why and how to use garnishes.
2. List the guidelines for plating food.
3. Explain how soups should be garnished.
4. Describe how desserts should be plated and presented.