

COURSE OUTLINE

**Hospitality and Tourism Management 202**  
**Quick Service Restaurant Operations**

**I. Catalog Statement**

HTM 202 is designed to explore the various career opportunities in the Quick Service Food Operations. Emphasis will be placed on low- to mid-range foodservice, cafeteria, retail take-out units, and franchised operations. Performance issues will also be examined in the areas of consistency, quality, service, recruitment, and pricing.

Units – 3.0

Lecture Hours – 3.0

Prerequisite: None

**II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 3.

**III. Course Exit Standards**

Upon successful completion of the required course work, the student will be able to:

1. identify career opportunities with the Quick Foodservice Operations;
2. develop a plan for maintaining consistency of food product, procedures, and customer service;
3. develop a training module for enhancing customer service;
4. create a recruitment-training program;
5. determine pricing, cost of goods formulas, and marketing and promotions costs;
6. determine a staffing guide for a foodservice operation;
7. distinguish franchise costs and benefits;
8. compare and contrast forms within different foodservice units;
9. list the different types of quick service operations in the industry;
10. list the skills and ability necessary to be successful in this environment;
11. design a service system for maintaining quality level of food product;
12. create a cost benefit analysis of a franchised foodservice operation;
13. create a staffing guide for a 24-hour quick service food operation for 1 week;
14. list areas in your community for recruiting new employees;
15. develop checklists for creating efficiencies in the operation.

**IV. Course Content**

**Total Contact Hours = 48**

A. The Numerous Levels of Fast Food and Quick Service	8 hours
1. Limitations	
2. Competitive analysis	
3. Expected return on investment	
B. The Franchise System	5 hours
1. Operating philosophy	
2. Systems	
3. Kitchen and dining room management	
4. Labor management	
C. Training In The Quick Service Culture	5 hours
1. Employee handbooks	
2. Job descriptions	
3. Manpower planning	
4. Recruiting	
D. Unit Economics	5 hours
1. Financial goals	
2. Sales history	
3. Sales ratios	
4. Average check	
5. Menu sales mix	
6. Food, labors, and liquor costs	
E. Business Modeling	8 hours
1. Price value philosophy	
2. Points of difference	
3. Competition analysis	
4. Operational limitations	
F. Location Studies	8 hours
1. Site selection	
2. Demographics	
3. Psychographics	
G. Role of Marketing in Quick Service Culture	9 hours
1. Marketing	
2. Merchandises	
3. Public relations	
4. Highest and best use of marketing dollars	

**V. Methods of Presentation**

The following instructional methodologies may be used in the course:

- a. lecture;
- b. multimedia;
- c. guest speakers;

- d. individual and group projects;
- e. field trips.

#### **VI. Assignments and Methods of Evaluation**

1. Midterm examination.
2. Final examination.
3. Reading assignments.
4. Class discussions and analysis (e.g. class discussion of current events in the food-service industry).
5. Group projects (e.g. interview with executive of a food-service chain).
6. Term paper (e.g. written assignment discussing a visit by a food-service industry guest speaker).

#### **VII. Textbook**

Parsa, H.G., Quick Service Restaurants, Franchising and Multi-Unit Chain Management,  
Current ed.

London: The Haworth Hospitality Press, 2001.

10<sup>th</sup> Grade Textbook Reading Level. ISBN: 0-7890-1704-0.

#### **VIII. Student Learning Outcomes**

1. Students will identify career opportunities with the Quick Foodservice Operations.
2. Students will compare and contrast forms within different foodservice units.
3. Students will develop a plan for maintaining consistency of food product, procedures, and customer service.
4. Students will develop a training module for enhancing customer service.
5. Students will list the different types of quick service operations in the industry.
6. Students will create a cost benefit analysis and staffing guide for a franchised foodservice operation.