

**ENT-STH 354 – Restaurant Entrepreneurship**

Department of Marketing, Entrepreneurship, Hospitality & Tourism

**Fall 2018 | Bryan 104 | MW 3:30pm-4:45pm**

Students will explore the role of entrepreneurship in the hospitality and tourism industry, determine risks and rewards of self-employment, and develop business concepts based on the hospitality tourism skill set.

**Instructor:** Tiffany Reynolds  **Office:** 476 Bryan Building  **Office Hours:** M,W 1pm-2pm, and by appointment



**E-mail:** tmreyno3@uncg.edu \*Email is the best way to reach me\*

**Materials**

* ServSafe Manager 7th Edition Workbook with Online Answer Sheet. Cost is approximately $75. **DO NOT purchase until we discuss in class**
* Required: Case Study (approximately $4.75)
* Optional: The Restaurant Manager’s Handbook, Douglas Robert Brown 4th Edition. An electronic version is available at no cost through the UNCG library. A link will be provided to access the book.

# Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the link between recognizing opportunity/opportunity costs and creating a sustainable hospitality or tourism business/being self-employed.
2. Describe the roles and responsibilities of entrepreneurs and small business owners in implementing sustainable and ethical business practices.
3. Explain the conceptual relationships among creativity, innovation, and entrepreneurship.
4. Discuss the basic issues related to financial planning for self-employed individuals.
5. Analyze the competitive business and market advantages of sample entrepreneurial businesses in the hospitality and tourism industry.
6. Identify ways the hospitality/tourism skill set transfers to a variety of organizational contexts outside the traditional hospitality and tourism sector.
7. Evaluate the feasibility of a new business concept that is based on the hospitality/tourism skill set.
8. Apply the hospitality/tourism skill set to an innovative project in an experiential learning environment.

**Academic Integrity Policy**

Each student is required to follow the Academic Integrity Policy on all work submitted for the course. Refer to the UNCG Undergraduate

Bulletin or go to[: http://sa.uncg.edu/handbook/academic-integrity-policy/](http://sa.uncg.edu/handbook/academic-integrity-policy/)

# Attendance Policy

Attendance and participation is expected for each class. We will have discussion and complete in-class exercises which will represent a portion of your final grade. In class exercises cannot be made up if you are not in attendance. If you miss class, you will still be responsible for all the material covered in class.

# Classroom Expectations

Please remember that this course is part of the Bryan School of Business and Economics, therefore, students are to act as business professionals. This includes coming to class prepared and on time. Use of cellphones and other electronic devices is prohibited.

**Communications:**

Please use only your UNCG email account for this course and check your account regularly. Instructions, clarification and other information will be made available so please be sure to check your account regularly.

Email is the best way to contact me. When emailing, include the course name/designator and your full name in the correspondence. I will typically respond to all email correspondence within 24 hours. If you have a question regarding an assignment and are emailing less than 48 hours in advance of the deadline, I cannot guarantee that you will receive a response on time, so please plan accordingly.

**STH 354/ENT 354 01 Restaurant Entrepreneurship** Fall 2018

**Assignment Policies:**

All assignments are expected to be turned the date and time they are due. Late assignments will result in a reduction of one letter grade each day they are late. Assignments more than three days late will not be accepted. A variety of assignments and formats for assignments will be used and directions for each will be discussed in class. If you have any questions regarding assignments, please seek guidance early.

**Course Structure & Activities:**

# Case Study

Students will work individually to complete a case study about a restaurant concept. Due to copyright laws, each student must purchase a copy of the case study at a cost of approximately $4.75. More information to come regarding this assignment. (SLOs 1-8)

# Site Selection Exercise

Students will complete a site selection audit for a local restaurant and present their findings in class. Additional details will follow. Class will not meet on Friday. September 5th to allow students time to complete this exercise. (SLO 5)

**Exam**

We will have one mid-semester exam, covering the topics of accounting, food costs, budgeting, etc. (SLOs 1-8)

# Restaurant Concept Project and Peer Review

Students will be placed in groups to develop, write and present a business plan/concept that can be used to generate funding to open or purchase a restaurant. Each student group will make a presentation to the class and the class will provide feedback to presenting group. Projects will be addressed in greater detail in class (SLOs 8)

# ServSafe Certification

The ServSafe Manager Certification is administered by the National Restaurant Association and is required by managers and food handling employees. We will spend the last several class periods completing the ServSafe Coursework and students will take the ServSafe

Certification Exam during the final exam period. To successfully obtain cortication, students must pass the exam with a score of at least

70%. If you currently hold a ServSafe Certification, please see me as soon as possible to discuss an alternative assignment. (SLO 2)

**Grading:**

The following is a breakdown of each portion of your grade:

|  |  |
| --- | --- |
| **Points** | **Description** |
| 50 | Case Study |
| 50 | Site Selection Audit |
| 100 | In Class Exercises/Assignments |
| 100 | ServSafe Certification Exam |
| 100 | Exam: Accounting/Food Costs/Budgets |
| 100 | Restaurant Business Plan/Concept Paper & Presentation |
| **500** | **Total Points Available** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grade/Points** | **Grade/Points** | **Grade/Points** | **Grade/Points** | **Grade/Points** |
|  | B+: 449-435 | C+: 399-385 | D+: 349-335 | F: <300 |
| A: 500-465 | B: 434-415 | C: 384-365 | D: 334-315 |  |
| A-: 464-450 | B-: 415-400 | C-: 364-350 | D-: 314-300 |  |

Page 2

**STH 354/ENT 354 01 Restaurant Entrepreneurship** Fall 2018

# Course Schedule

The following is a typical schedule for this course and is likely to change:

|  |  |  |  |
| --- | --- | --- | --- |
| **Wk #** | **Dates** | **Topic** | **Activities** |
| 1 | Aug 15 W | Class Intro |  |
| 2 | Aug 20 M **Aug 22 W** | Successful Pre-Opening Why Restaurants Fail | **Why Restaurants Fail** |
| 3 | **Aug 27 M**  Aug 29 W | Buying/Leasing | Review Site Selection |
| **4** | **Sept 3 M**  Sept 5 W | **Sept 3rd NO CLASS NO CLASS Sept 5 (Site Selection)** |  |
| 5 | Sept 10 M  Sept 12 W | Business Plans Financing/Franchising |  |
| 6 | Sept 17 M  Sept 19 W | Site Selection Discussion Cost Controls/Accounting | **Site Selection Audit Due Sept 17** |
| 7 | Sept 24 M  Sept 26 W | Cost Controls/Food Cost Controls |  |
| 8 | Oct 1 M **Oct 3 W** | Menu Planning **NO CLASS October 6** |  |
| 9 | Oct 8 M Oct 10 W | **NO CLASS October 9** Purchasing | **Exam (Accounting, Cost Controls, etc)** |
| 10 | Oct 15 M  Oct 17 W | Kitchen Management & Control Bar, Precautions and Legalities |  |
| 11 | Oct 22 M  Oct 24 W | Training Employees & Handling Employee Tips Restaurant Concept Presentations | **Restaurant Concept Assignment Due October 24** |
| 12 | Oct 30 M Nov 1 W | Restaurant Concept Presentations |  |
| 13 | Nov 5 M  Nov 7 W | Restaurant Concept Presentations |  |
| 14 | Nov 12 M  Nov 14 W | ServSafe |  |
| 15 | Nov 19 M  Nov 21 W | ServSafe No Class Nov 22, 24 | **Case Study Due November 19** |
| 16 | Nov 26 M Nov 2W | ServSafe |  |
|  |  | **ServSafe Certification Exam Friday, November 30th 3:30-6:30pm** | **Computer Lab Room Number TBD** |

Page 3