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Spring 1-2016

CULA 299.01: Culinary Arts Capstone

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Culinary Arts

THE UNIVERSITY OF MONTANA—MISSOULA COLLEGE OF TECHNOLOGY BUSINESS TECHNOLOGY DEPARTMENT

FACULTY: Chef Thomas Campbell, CEC, Director, Rose Burland, CC
thomas.campbell@umontana.edu roseburland@umontana.edu
Kitchen 243-7815

CREDITS: 4

PREREQUISITES: Successful completion of first three semesters of the Culinary Program Curriculum, including all General Education Courses or consent of instructor. Student must be enrolled in CULA 275 – Patisserie and CULA 298 – Internship.

OFFICE: Culinary Offices.

HOURS: 7a.m.–3 p.m. or by appointment.

COURSE DESCRIPTION: This course is the conclusion of the two-year Food Service Management Degree Program. It is designed to demonstrate all skills learned over the last three semesters. The course content coordinates and integrates Catering Management – CULA 205, Patisserie – CULA 275, and Internship – CULA 298 to create a *virtual* food and beverage service establishment. The course plan includes writing a restaurant business plan, menu planning/design, facilities planning, marketing, labor, purchasing, beverage service and appreciation. Field trips and guest speakers will augment student learning. ServeSafe alcohol training and certificate will be included in the curriculum. Finally, the course culminates with an “opening night” formal, multi-course reception. Students will be expected to build a comprehensive portfolio/storyboard to be displayed at the capstone reception.

COURSE SYLLABUS CULA 299

Capstone

Date Revised: Spring 2016

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

- ✓ Write a business plan for their conceptualized restaurant.
- ✓ Design a financial plan for the business.
- ✓ Work with local businesses and fund raising experts to market and fund their project and Capstone Reception.
- ✓ Demonstrate the principles of menu development and design.
- ✓ Present a restaurant floor plan designed according to the flow of production.
- ✓ Purchase equipment, furnishings, and décor.
- ✓ Recognize and understand various beverages and their service styles.
- ✓ Create and utilize banquet service management documents.
- ✓ Explain and demonstrate elements of Modernist Cuisine.
- ✓ Plan and execute the Capstone (Opening Night) Reception and Portfolio Review.
- ✓ Plan and execute a final practical exam.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Students will be required to demonstrate daily assignments. All assignments, projects and tests will be assigned point values. Total points earned will be divided by points possible, and a letter grade will be assigned based on the following:

Evaluation Criteria		Grade Scale
Assignments	60%	90 – 100 A
Quizzes	15%	80 – 89 B
Final Exam	5%	70 – 79 C
Capstone Dinner	20%	

ATTENDANCE POLICY:

Attendance will be taken. Each missed class will result in a 5-point deduction from final points accumulated. No make-up is allowed for lab production. If students are absent for any reason, they will be accountable for any information disseminated and be held responsible for class notes, announcements of tests, and assignments.

PARTICIPATION:

Students must demonstrate teamwork as consistent with industry. This is necessary as students contribute to the learning environment and become active learners by attending class and participating. Students who read text assignments prior to class will be equipped to participate and will obtain the most from this course. Participation points will be granted or denied depending on how the student exhibits enthusiasm, interest, teamwork, organization, and preparedness.

DUE DATES:

To receive full credit, assignments must be submitted by stated due dates. Late assignments will be lowered by 50 percent. No late assignments will be accepted after week 13.

TESTS:

Tests will be given during the semester as announced. Assignments for makeup tests will be made only if faculty is notified by voice mail, e-mail, or personally prior to the test. A score of zero will be averaged into grade determination for any missed test.

ACADEMIC INTEGRITY:

Students are required to adhere to standards of academic integrity. Students should review The University of Montana Conduct Code regarding their rights and responsibilities. The Conduct Code is located at <http://www.umt.edu/studentaffairs/>.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.

CELL PHONE POLICY:

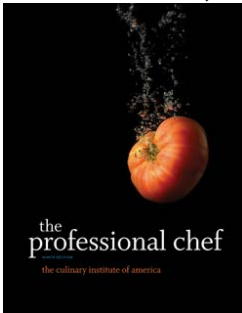
Cell phones must be turned off prior to class.

UNIFORM POLICY:

Students will be required to be in full Culinary Uniform to be accepted into class.

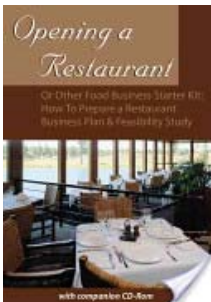
REQUIRED TEXT:

The Professional Chef, 9th Edition, The Culinary Institute of America, John Wiley & Sons Publisher, ISBN 978-0-470-42135-2

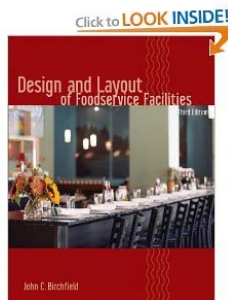


SUGGESTED REFERENCE MATERIALS:

OPENING A RESTAURANT, Sharon L. Fullen, Atlantic Publishing Group, ISBN 0-910627-36-3



DESIGN & LAYOUT OF FOODSERVICE FACILITIES, John C. Birchfield, John Wiley & Sons, Inc., ISBN 0-471-28865-9



SUGGESTED REFERENCE MATERIALS: *WEBSTER'S NEW WORD DICTIONARY OF
CULINARY ARTS*, 2nd Edition, Steven
Labensky, Prentice Hall, ISBN 0-13-182726-X

SUPPLIES:

Standard culinary knife kit.

COURSE OUTLINE:

All weekly plans, reading assignments, project due dates, and testing dates are to be delivered and explained the first day of class. Final comprehensive exam date will be announced at this time.

Business Plan

- Business description
- Management
- Mission goals/mission
- Philosophies/identity
- Location
- Geographical markets
- Main objectives
- Cooperation
- Strategic alliance
- Licenses
- Estimated sales
- Internet
- Personnel
- Funds required
- ABC product mix
- SWOT analysis
- Problems
- Possibilities
- Organizational structure

Financial Plan

- Fixed assets
- Current assets
- Statistical data

- Risk management
- Timeline

Marketing

- Marketing analysis
- Customer profile
- Marketing strategies
- Competitive research
- Pricing strategies
- Marketing goals

Wine and Spirits

- Tasting wine
- Buying wine
- Alcohol responsibility
- Alcohol liability
- Licenses

Menus

- Menu styles
- Menu characteristics
- Breakfast, lunch, dinner
- Special occasion menus
- Room service menus
- Ethnic menus
- Dessert, beverage menus
- Menu copy
- Design and printing

Facility Planning

- Planning
- Food service design
- The principals of design
- Equipment layout
- Food service equipment
- Facilities engineering
- Interior design

Catering

- Types of catering
- Determining function space
- Staffing and personnel
- Pricing considerations

- Revenue accounts
- Expense accounts
- Operating costs
- Contracts
- Determining charges
- Capstone production and portfolio
- Practical Catered Events

Modernist Cuisine

- History
- Present
- Future
- Cooking Sous Vide
- The Modernist Kitchen
- Thickeners
- Gels
- Foams