

**HT-MGT 395M**  
**On-site Food Service Management**  
**Contract and Self-Op**  
**3 Credit Hours**  
**Spring 2007**

**Instructor:**

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**Office Hours:**

Monday	11:30 A.M. - 1:30 P.M.
Wednesday	11:30 A.M. - 1:30 P.M.
Others	by appointment

**Meeting Times and Lecture Location:**

Sec 1 #21207  
Wednesday 2:30 P.M. - 5:00 P.M.  
Flint 011

**Course Pre-requisites:** HT-MGT 250

**Required Texts:** Seminar Course/Readings and Student Research

**Reserve Texts:**

Reynolds, D. *On-site Foodservice Management: A Best Practices Approach* (2003) John Wiley & Sons

McCool, Audrey, Smith, Fred & Tucker, David. (1994). *Dimensions of Noncommercial Foodservice Management*. VNR

**Course Description:**

The objective of this course is to provide an overview of the various segments of on-site food service, including health care, life care, education, business, transportation (i.e., airlines, cruise ships), correctional and recreational services. Topics include: Historical overview of onsite food service management, key markets of on-site food service management, and current and future trends effecting onsite food service management. The course will introduce students to principles of organization, management, regulations, foodservice planning, and clientele specific to each segment. The differences between hospitality managed services and self-operation will be explored. Contracted managed services will be discussed from the managed service business and operational perspective. The trend of multi-department management will be explored. The students will be exposed to various operations and discuss the operations management with foodservice professionals. Career opportunities in the on-site food service management sector will be explored.

## Course Objectives:

- Recognize the history and scope of the on-site food service segment. Companies
- Distinguish between contract and self-operated management of food services.
- Discuss the factors that would lead an institution to change from a self-operated arrangement to a contract management company.
- Explore the hierarchy of management in the self-operated and contract management environment.
- Identify opportunities associated with career, both as a self-operating manager and as an employee of a managed services company.
- Identify the common types of contracts used by Managed Service.
- Describe the key components of a typical food service management contract
- Discuss contractual responsibilities.
- Discuss different health care and senior living environments in which food services are found, the types of foodservices provided and current health care management issues.
- Identify the different points of service found in the higher education food service environment, the clients served, menu development and the current trends.
- Discuss the history, current status, future trends, regulations and advantages and disadvantages of participation in the National School Lunch Program, National School Breakfast Program, and other Federal Programs.
- Compare and contrast the different child nutrition and community feeding programs.
- Discuss the different environments and current state of business food service management and the opportunities and challenges.
- Discuss travel, recreation and leisure food services points of service, operations management and the opportunities and challenges.
- Discuss menu development, marketing, promotion and merchandising issues in the different on-site foodservice operations.
- Understand methods used to define, measure, and enhance productivity, as well as guidelines on how to increase the quality of food delivery while keeping costs down.
- Understand how to manage the business and operation in response to market forces and competition.
- Explore the advantages and challenges in the management of hospitality services in an on-site setting.
- Discuss the importance of organizational performance in the management of a foodservice operation.

## Grade Breakdown:

Attendance, Participation and Class Activities	25%
On-Site Segment Paper and Presentation	20%
Contract Management Company Presentation	20%
Proposal Development and Presentation	35%

## Grade Distribution:

A 93% -100%	C+ 77% - 79%
A- 90% - 92%	C 73% - 76%
B+ 87% - 89%	C- 70% - 72%
B 83% - 86%	D+ 67% - 69%
B- 80% -82%	D 60% - 66%
	F 59% and below

## **Attendance:**

- Class attendance is expected.
- You will be allowed 1 missed lecture classes during the semester. Use these as an insurance policy for illness, interviews etc.
- Attendance will be taken at the beginning of each class.
- Students arriving after attendance is taken will be considered not present.
- Students are responsible for all announcements made in class irrespective of whether or not they attend class.
- Students missing class will be assumed to agree with any action taken in class; i.e., class change, field trip dates or project date change.
- The class schedule is a guideline. Should a class be canceled for some reason, the day's schedule will simply be advanced to the next class. The syllabus will be altered to reflect the remaining time availability.
- Guest speakers have scheduled dates but the dates may change due to the speaker's business priorities.

## **General Notes:**

### **Professional standards of decorum are minimum expectations. Please**

- Arrive on time for all classes and field trips
- **Dress professionally for all class field trips, presentations and guest speakers!**
- Turn off your cell phone and do not text message during class. I will ask you to leave class if you use your phone during class.
- Avoid snoozing
- Do not read the newspaper or listening to a CD or MP3 player during the class period
- Avoid idle chatter
- Prepare for class
- Participate and contribute
- Look for value and have some fun

### **The best way to study for this class is:**

- To read any class readings and other materials before you come to class. Prepare your class assignments.

### **Class expectations:**

- If you read, come to class, take notes, ask questions, and see me during office hours you will do fine on the papers, presentations and projects.
- If you do all of this and do poorly on a project make sure you talk to me about it **as soon as possible**.
- If you take your work seriously and show a positive attitude, I will do all I can to help you. Those who do not take the course seriously, have an "I don't care" attitude and make no effort to discuss the class with me, leave me little opportunity to help them. A last minute or after the fact effort will not work.
- Late assignments will not be accepted.
- **Academic Honesty:** All students are expected to follow the university guidelines regarding Academic Honesty found in the University of Massachusetts at Amherst Undergraduate Rights and Responsibility Booklet.

## Learning Assessment Methods

### Attendance and In-Class Activities

- **Attendance: see information above**
- **Class Discussion and Participation**

Everyone is responsible for the assigned material and should expect to be called upon. Oral communication and quality contributions are expected in each class. A significant portion of the discussion and participation grade will be determined by the professor's careful evaluation of performance in this area. If you happen to be a shy or soft spoken person, use this class as an opportunity to develop discussion and verbal skills. The small class size will allow everyone the opportunity to participate and make the professors assessment of each

- **Onsite Food Service Management Current Events and Trends**

We will begin class with the review of current topics in the news related to our course. You are required to read and report on an article. The following outline illustrates the information to be shared.

- Article source and author
- Article Review that includes:
  - Objective or purpose of article
  - Synopsis of the article
  - Your opinion of the article

- **Guest Speaker/Field Trip Reaction Discussions**

A reaction paper will be written on **each** guest speaker's presentation or field trip during the semester. The paper will critique the guest speaker's presentation or field trip and discuss how it is applicable to the management of an onsite food service operation.

**The papers are due one week following the speaker's presentation or Field Trip. Critical thought on the subject is expected.** Paper must be submitted in the appropriate Spark discussion thread.

### Onsite Food Service Segment Research Paper and Presentation

Student teams are expected to decide on an Onsite segment they would like to research and present to the class. They must prepare a 10 page paper, fact sheet (students) and a PowerPoint presentation. Dr. Flohr must approve the segment. Dr. Flohr must approve all topics. Below is the list of segments:

- Business Dining
- Colleges and Universities
- Health Care Food Service
- School Food Services
- Senior Living Services
- Recreation
- Travel: In-flight Food Services etc.
- Correctional

### Contract Food Service Management Company Research Paper and Presentation

Each student will select a Contract Food Service Management Company they would like to research and present to the class. They must prepare a fact sheet and a PowerPoint presentation. Dr. Flohr must approve the company. Presentations are expected to be 30 minutes long.

## **Proposal Development and Presentation**

The class will be divided into three Contract Management Companies. Each company will evaluate the same food service operation and develop a proposal for the management on outsourcing the food service operation to your company. Details of proposal development and sales will be discussed in class. Each team will have the opportunity to sell their proposal to a management team and Dr. Flohr. Your grade will be based on the quality of the proposal, presentation, professionalism and financial merit. A detailed assignment will be handed out in class.

<b>Class Schedule*</b>			
<b>Day</b>	<b>Date</b>	<b>Topic</b>	<b>Readings and Assignments</b>
Wednesday	1/31	Introduction/Class Project Assignments	Syllabus
Wednesday	2/7	Introduction to Onsite Food Service  Self-op vs. Contract  Who's Who	Readings: Chapter 1 Reynolds Chapter 2 Tucker/Smith  Guest Speaker: Ken Toong Director of Food Services UMASS  In-Class Assignment: Article Presentation
Wednesday	2/14	Trends in on-site dining Field Trip: Springfield College	Contract Management or Self-op Reading
Wednesday	2/21	Health Care	
Wednesday	2/28	Career Day	Attendance is required. Collect company Material for your presentation.
Wednesday	3/7	The Contract, Contract Process  Marketing and Sales  Finance  Client Relationships	Readings: Chapter 5 Tucker Smith  Workshop: ARAMARK Campus Dining <b>Bruce Buckley</b>
Wednesday	3/14	RFP Meeting	University Food Services
Wednesday	3/21	Spring Break No Class	
Wednesday	3/28	Segment Presentations	
Wednesday	4/4	Segment Presentations	
Wednesday	4/11	<b>Proposal Mentor Workshop</b>	Mentors will come to campus to work with your Sales Teams
Wednesday	4/18	Company Presentations	
Wednesday	4/25	Company Presentations	
Friday	4/27	Boston Field Trip	Fenway Park and ????
Wednesday	5/2	<b>Proposal Mentor Workshop</b>	Mentors will come to campus to work with your Sales Teams
	5/9	Proposal Presentations	

**\* Class schedule may change due to weather or guest speaker availability.**