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LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: ~~H-1113~~
 LSC Action-Date: _____ UWUCC Action-Date: ~~Post-3/6/12~~ Senate Action Date: _____
W-7/13/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Yasong Wang	Email Address yswang@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-6233

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- New Course
 Course Prefix Change *ms*
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change *prerequisite*

Current course prefix, number and full title: **HRIM400 Restaurant Revenue Management**

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- Learning Skills
 Knowledge Area
 Global and Multicultural Awareness
 Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)
 Global Citizenship
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

- Honors College Course
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

- Catalog Description Change
 Program Revision
 Program Title Change
 New Track
 New Degree Program
 New Minor Program
 Liberal Studies Requirement Changes
 Other

Current program name:

Proposed program name, if changing:

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Yasong Wang</i>	<i>2-7-12</i>
Department Chairperson(s)	<i>[Signature]</i>	<i>2-7-12</i>
College Curriculum Committee Chair	<i>[Signature]</i>	<i>2-20-12</i>
College Dean	<i>[Signature]</i>	<i>2/28/12</i>
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		

Received

FEB 28 2012

Liberal Studies

Course Revision: HRIM 400 Restaurant Revenue Management

Part II. Description of the Curriculum Change

1. **Syllabus of Record.**
The new syllabus of record for this revised course is attached in Appendix A.
2. **A Summary of the proposed revisions:**
The course prerequisite is being changed from HRIM265 to no prerequisite required.
3. **Justification/rationale for the revision:**
Faculty reassessment of this course indicates that the course revision (prerequisites only) is necessary, because this course does not need the prior academic preparation reflected by the formerly required prerequisites.
4. **The old syllabus of record.**
The old syllabus of record is attached in Appendix B.

Appendix A: New Syllabus Record

I. Catalog Description

HRIM 400 Restaurant Revenue Management

3 class hours
0 lab hours
3 credits

(3c-0l-3cr)

Promotes an understanding of the management of revenue in restaurant operations through the application of analytical tools to formulate and implement strategies in response to daily operational complexities and constraints to achieve budgetary objectives.

II. Course Outcomes:

The student will be able to:

1. Define the revenue management process in restaurants.
2. Explain the role of revenue management and planning in restaurant operations.
3. Explain the systems used to report the revenue, expenses, bottom-line profits, and overall financial health of a restaurant business.
4. Explain what information is needed for the short and long-term control of the restaurant.
5. Understand how the information presented in financial statement are used by restaurant managers.
6. Analyze and explain how to interpret information to take corrective actions(s) as necessary to improve the restaurant's profitability.
7. Demonstrate the use of restaurant management analytical tools and concepts in analyzing and interpreting income statements and balance sheets.
8. Explain how the restaurant manager reports or accounts for the activities and costs related to managing their restaurants.

III. Course Outline

- A. Restaurant Revenue Management Concepts (3 hours)
 - 1. Reservation Systems and Information Technology
 - 2. Maximizing Revenue per Available Seat-Hour
 - 3. Process Design

- B. Restaurant Revenue Management Planning (2 hours)
 - 1. Management Functions, Planning, Organizing, Influencing, and Controlling
 - 2. Restaurant Organization and Ownership
 - 3. Starting a Restaurant

Exam (1 hour)

- C. Restaurant Revenue Management Statements (5 hours)
 - 1. Income Statements
 - 2. Balance Sheets
 - 3. Problems with Financial Statements

- D. Restaurant Revenue Management Analysis (4 hours)
 - 1. Analysis of Financial Statements
 - 2. Types of Restaurant Business Ratios
 - 3. Sources of Comparative Ratios
 - 4. Case Study

Exam (1 hour)

- E. Restaurant Revenue Management Cost Concepts (5 hours)
 - 1. Profitability and Pricing
 - 2. Break-Even Analysis
 - 3. Bankruptcy

- F. Restaurant Revenue Management Forecasting (3 hours)
 - 1. Forecasting and Overbooking
 - 2. Pro Forma Financial Statements
 - 3. Monitoring and Controlling the Business
 - 4. Case Study

Exam (1 hour)

- G. Restaurant Working Capital Management (4 hours)
 - 1. Working Capital Management
 - 2. Current Asset Management
 - 3. Current Liabilities Management

- H. Restaurant Revenue Management (3 hours)

1. Time Value of Money Defined
2. Time Value of Money Methods
3. Formulas of Calculation
4. Case Study

Exam (1 hour)

- I. Restaurant Capital Budgeting (4 hours)
 1. Factors Affecting Capital Budgeting
 2. Formulating a Proposal
 3. Evaluating the Data and Decision Making
- J. Restaurant Revenue Money Management (5 hours)
 1. Risk
 2. Investments and Strategies
 3. Pension and Estate Planning
 4. Case Study

Final Exam -- During Finals Week

IV. Evaluation Methods

The final grade will be determined as follows:

70% Exams -- Five multiple choice, completion, short essay, true-false, problem exams

30% Case Studies -- Four restaurant case studies.

V. Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and Below	F

VI. Attendance Policy

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of this instructor recognizes possible student need to miss class because of illness or personal emergency.

VII. Required Textbooks, Supplemental Books and Readings

Schmidgall, R.S, Hayes, D.K., and Ninemeier, J.D. (2002). Restaurant Financial Basics, New Jersey: John Wiley & Sons.

VII. Special Resource Requirements

None

IX. Bibliography

Dittmer, P.R. (2002). Principles of Food, Beverage, and Labor Cost Controls, 7th Ed. New Jersey: John Wiley & Sons.

Ilvento, C. (2001). Profit Planning and Decision Making in the Hospitality Industry, 2nd Ed. Dubuque, Iowa: Kendall/Hunt.

Lundberg, D.E., and Walker, J.R. (2000). The Restaurant” From Concept to Operation, 3rd Ed. New Jersey: John Wiley & Sons.

Lynch, F.T. (2004). The Book of Yields: Accuracy in Food Costing and Purchasing, 6th Ed. New Jersey: John Wiley & Sons.

Keiser, J. and DiMicco, F. J. (2000). Contemporary Management Theory: Controlling and Analyzing Costs in Foodservice Operations, 4th Ed. New Jersey: Prentice Hall.

Appendix B: Old Syllabus Record

I. Catalog Description

HRIM 400 Restaurant Revenue Management	3 class hours
	0 lab hours
Prerequisites: HRIM 265	3 credits
	(3c-0l-3cr)

Promotes an understanding of the management of revenue in restaurant operations through the application of analytical tools to formulate and implement strategies in response to daily operational complexities and constraints to achieve budgetary objectives.

II. Course Outcomes:

The student will be able to:

1. Define the revenue management process in restaurants.
2. Explain the role of revenue management and planning in restaurant operations.
3. Explain the systems used to report the revenue, expenses, bottom-line profits, and overall financial health of a restaurant business.
4. Explain what information is needed for the short and long-term control of the restaurant.
5. Understand how the information presented in financial statement are used by restaurant managers.
6. Analyze and explain how to interpret information to take corrective actions(s) as necessary to improve the restaurant's profitability.
7. Demonstrate the use of restaurant management analytical tools and concepts in analyzing and interpreting income statements and balance sheets.
8. Explain how the restaurant manager reports or accounts for the activities and costs related to managing their restaurants.

III. Course Outline

- A. Restaurant Revenue Management Concepts (3 hours)
 - 1. Reservation Systems and Information Technology
 - 2. Maximizing Revenue per Available Seat-Hour
 - 3. Process Design

- B. Restaurant Revenue Management Planning (2 hours)
 - 1. Management Functions, Planning, Organizing, Influencing, and Controlling
 - 2. Restaurant Organization and Ownership
 - 3. Starting a Restaurant

Exam (1 hour)

- C. Restaurant Revenue Management Statements (5 hours)
 - 1. Income Statements
 - 2. Balance Sheets
 - 3. Problems with Financial Statements

- D. Restaurant Revenue Management Analysis (4 hours)
 - 1. Analysis of Financial Statements
 - 2. Types of Restaurant Business Ratios
 - 3. Sources of Comparative Ratios
 - 4. Case Study

Exam (1 hour)

- E. Restaurant Revenue Management Cost Concepts (5 hours)
 - 1. Profitability and Pricing
 - 2. Break-Even Analysis
 - 3. Bankruptcy

- F. Restaurant Revenue Management Forecasting (3 hours)
 - 1. Forecasting and Overbooking
 - 2. Pro Forma Financial Statements
 - 3. Monitoring and Controlling the Business
 - 4. Case Study

Exam (1 hour)

- G. Restaurant Working Capital Management (4 hours)
 - 1. Working Capital Management
 - 2. Current Asset Management
 - 3. Current Liabilities Management

- H. Restaurant Revenue Management (3 hours)
 - 1. Time Value of Money Defined
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