

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

FDNT 683

COURSE TITLE

CULINARY ARTS ADVANCED I

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides an overview of current trends in the culinary industry, restaurant operations, and the basic knowledge required to design and open a food service business. Topics will include: molecular culinary terminology, molecular product identification, flavor affinities, business plan development, marketing, restaurant law, and restaurant concept development. Students will also learn how to prepare dishes using molecular gastronomy techniques. (FT)

LECTURE/LABORATORY HOURS

125

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

Eighth grade reading level; ability to communicate effectively in the English language, knowledge of general math; basic computation skills and basic computer are the recommended skill levels.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Students will gain an understanding of molecular gastronomy.
2. Students will gain an understanding of recipe development with an emphasis on molecular flavor affinities.
3. Students will gain knowledge of restaurant law and organization.
4. Students will learn restaurant concepts and marketing.
5. Students will gain knowledge of business planning.

COURSE OBJECTIVES

1. Identify and prepare contemporary dishes utilizing various molecular gastronomy techniques, equipment, and ingredients.
2. Design and evaluate menus and recipes based on flavor affinities and utilizing a wide variety of ingredients.
3. Evaluate and explain various concepts and marketing strategies and formulate a strengths, weakness, opportunities and threats (SWOT) analysis for a food service operation.
4. Create and describe a food service business plan incorporating restaurant law and organization.
5. Create and assess a business and marketing plan.

SECTION II

COURSE CONTENT AND SCOPE

1. Molecular Gastronomy
 - 1.1. History of the movement
 - 1.1.1. Influential pioneers
 - 1.1.1.1. Brillat-Savarin
 - 1.1.1.2. Jose Andres
 - 1.1.1.3. Heston Blumenthal
 - 1.1.1.4. Ferran Adria
 - 1.2. Complex disperse systems
 - 1.2.1. Food phases
 - 1.2.1.1. Gas
 - 1.2.1.2. Liquids

COURSE CONTENT AND SCOPE (CONTINUED)

- 1.2.1.2.1. Hydrophobic
 - 1.2.1.2.2. Hydrophilic
 - 1.2.1.3. Solids
 - 1.3. Molecular equipment
 - 1.3.1. Identification
 - 1.3.2. Proper Use
 - 1.3.3. Types of equipment
 - 1.3.3.1. Anti-griddle
 - 1.3.3.2. Sous vide machine
 - 1.3.3.3. Vacuum sealer
 - 1.3.3.4. Liquid nitrogen tank
 - 1.3.3.5. Whipping siphons
 - 1.3.3.6. Dehydrator
 - 1.4. Molecular techniques
 - 1.4.1. Sous vide cooking
 - 1.4.2. Carbonation
 - 1.4.3. Spherification
 - 1.4.3.1. Oil spherification
 - 1.4.3.2. Chemical spherification
 - 1.4.4. Gel emulsions
 - 1.4.4.1. Croustis
 - 1.4.5. Liquid nitrogen flash freezing
 - 1.4.6. Cold boiling
 - 1.5. Molecular ingredients
 - 1.5.1. Identification
 - 1.5.2. Storage
 - 1.5.3. Proper use
 - 1.5.4. Sourcing and purchasing
 - 1.5.5. Types of ingredients
 - 1.5.5.1. Thickeners
 - 1.5.5.1.1. Agar agar
 - 1.5.5.1.2. Gelatin
 - 1.5.5.1.3. Xanthum gum
 - 1.5.5.2. Solidifiers/Emulsifiers
 - 1.5.5.2.1. Calcium chloride
 - 1.5.5.2.2. Sodium alginate
 - 1.5.5.2.3. Transglutaminase (Activa)
 - 1.5.5.2.4. Lecithin
 - 1.5.5.3. Stabilized sugars
 - 1.5.5.3.1. Dextrose
 - 1.5.5.3.2. Glucose
 - 1.5.5.3.3. Isomalt
- 2. Flavor Affinities
 - 2.1. Flavor composition
 - 2.1.1. Taste
 - 2.1.2. Mouth feel
 - 2.1.3. Aroma

COURSE CONTENT AND SCOPE (CONTINUED)

- 2.1.4. "The X Factor"
- 2.2. Basic detectable tastes
 - 2.2.1. Sweet, salty, bitter, sour, and umami
- 2.3. Balancing flavors
 - 2.3.1. Palate
 - 2.3.2. Cooking techniques
 - 2.3.3. Ingredient pairing
- 2.4. Flavor affinities structure
 - 2.4.1. Seasonality
 - 2.4.2. Function
 - 2.4.3. Weight and volume
 - 2.4.4. Compatibility
- 3. Restaurant Law
 - 3.1. Restaurant contracts
 - 3.1.1. Types of contracts
 - 3.1.1.1. Written contracts
 - 3.1.1.2. Oral contracts
 - 3.1.1.3. Enforceable contract
 - 3.1.1.4. Express contract
 - 3.1.1.5. Exculpatory contract
 - 3.1.2. Structure of a contract
 - 3.1.2.1. Offer
 - 3.1.2.2. Consideration
 - 3.1.2.3. Acceptance
 - 3.1.3. Franchise Agreements
 - 3.1.3.1. Franchise rules
 - 3.1.3.1.1. Licensing agreement
 - 3.1.3.2. Parties in a franchise
 - 3.1.3.2.1. Franchisee
 - 3.1.3.2.2. Franchisor
 - 3.1.4. Uniform commercial code (UCC)
 - 3.1.4.1. Caveat emptor
 - 3.1.5. Restaurant and catering contract clauses
 - 3.1.5.1. Clauses for providing guests products and services
 - 3.1.5.1.1. Length of time price terms exist
 - 3.1.5.1.2. Authorization to modify contract
 - 3.1.5.1.3. Deposit and cancellation policies
 - 3.1.5.1.4. Allowable attrition
 - 3.1.5.1.5. Indemnification for damages
 - 3.1.5.1.6. Payment terms
 - 3.1.5.2. Clauses for purchasing and receiving products
 - 3.1.5.2.1. Delivery or start date
 - 3.1.5.2.2. Completion date
 - 3.1.5.2.3. Performance standards
 - 3.1.5.2.4. Licenses and permits
 - 3.1.5.2.5. Nonperformance

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.1.5.3. Breach of contract
 - 3.1.5.3.1. Acceptable clauses for breach of contract
 - 3.1.5.3.2. Remedies for breaching enforceable contracts
 - 3.1.5.3.2.1. Liquidated damages
 - 3.1.5.3.2.2. Dispute resolution
 - 3.1.5.3.2.2.1. Arbitration
 - 3.1.5.3.2.2.2. Mediation
 - 3.1.5.3.2.2.3. Statute of limitations
- 3.2. Common restaurant organizational structures
 - 3.2.1. Sole proprietorship
 - 3.2.1.1. Pros and cons
 - 3.2.1.2. Liabilities
 - 3.2.2. General partnership
 - 3.2.3. Limited partnership (LP)
 - 3.2.3.1. Limited partner vs. general partner
 - 3.2.4. C corporation
 - 3.2.5. S corporation
 - 3.2.6. Limited Liability Company (LLC)
 - 3.2.7. Incorporated (INC)
- 3.3. Property management basics
 - 3.3.1. Negotiating a lease
 - 3.3.1.1. Length of lease
 - 3.3.1.2. Subleasing rights
 - 3.3.1.3. Insurance
 - 3.3.1.4. Renewal terms
 - 3.3.1.5. Deposits and damages
 - 3.3.2. Real property vs. personal property
 - 3.3.2.1. Tangible vs. intangible
 - 3.3.3. Warranties
 - 3.3.4. Debtor and creditor relationship
- 3.4. Intellectual property rights
 - 3.4.1. Types of intellectual property
 - 3.4.1.1. Trademarks
 - 3.4.1.2. Patents
 - 3.4.1.3. Copyright
 - 3.4.2. Preventing infringement of intellectual property rights
 - 3.4.2.1. Public domain
- 3.5. Federal regulatory and administrative agencies
 - 3.5.1. Agencies job description
 - 3.5.2. Agencies in food service
- 3.6. Insurance for food service businesses
 - 3.6.1. Types of coverage
- 3.7. Employee selection
 - 3.7.1. Job descriptions
 - 3.7.2. Job qualifications
 - 3.7.2.1. Bona fide occupational qualification

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.7.3. Background checks
- 3.7.4. Interview techniques
 - 3.7.4.1. Appropriate questions
- 3.7.5. Discrimination
 - 3.7.5.1. Equal opportunity employment commission (EEOC)
 - 3.7.5.2. Protected classes
 - 3.7.5.3. Civil Rights Act
 - 3.7.5.4. Americans with Disabilities Act (ADA)
 - 3.7.5.5. Age Discrimination in Employment Act (ADEA)
- 3.7.6. Verification of work eligibility
 - 3.7.6.1. Immigration Reform and Control Act (IRCA)
 - 3.7.6.2. Fair Labor Standards Act (FLSA)
- 3.8. Managing employee performance
 - 3.8.1. Evaluation
 - 3.8.2. Progressive discipline
 - 3.8.3. Termination
- 3.9. Alcohol beverage service
 - 3.9.1. Blood alcohol level
 - 3.9.2. Types of liquor licenses
 - 3.9.3. Liability
 - 3.9.3.1. Dram shop liability
 - 3.9.3.2. Social host liability
 - 3.9.4. Agencies
 - 3.9.4.1. Alcohol Beverage Control (ABC)
- 4. Restaurant Concepts
 - 4.1. Types of restaurant concepts
 - 4.1.1. Chain/franchise restaurants
 - 4.1.2. Quick service restaurants (QSR)
 - 4.1.3. Casual
 - 4.1.4. Fine dining
 - 4.1.5. Specialty restaurants
- 5. Business Planning
 - 5.1. Building a brand
 - 5.1.1. Name
 - 5.1.2. Mission statement
 - 5.1.3. Vision statement
 - 5.1.4. Advertising and promotions
 - 5.2. Location analysis
 - 5.2.1. Demographics
 - 5.2.2. Sourcing location information
 - 5.2.3. Zoning laws
 - 5.3. Restaurant design, layout, and drafting
 - 5.3.1. Front of house design criteria
 - 5.3.1.1. ADA compliant
 - 5.3.1.2. Accessibility
 - 5.3.1.3. Proper flow

COURSE CONTENT AND SCOPE (CONTINUED)

- 5.3.2. Back of house design criteria
 - 5.3.2.1. Proper flow
 - 5.3.2.2. Gas lines, electrical lines, and water lines
 - 5.3.2.3. Drainage
- 5.4. Financing and leasing
 - 5.4.1. Loan application
 - 5.4.1.1. Sufficient capital
 - 5.4.1.2. Forecasting sales
 - 5.4.1.3. Fixed expenses
 - 5.4.2. Loan sources
 - 5.4.2.1. Local banks
 - 5.4.2.2. Partnerships
 - 5.4.3. Finances
 - 5.4.3.1. Proper forms and documentation
 - 5.4.3.1.1. Income statements
 - 5.4.3.1.2. Gross profit
 - 5.4.3.1.3. Balance sheet
 - 5.4.3.1.4. Cash flow budgeting
 - 5.4.3.1.5. Restaurant insurance
 - 5.4.3.1.6. Profit and loss statement (P&L)
- 5.5. Menu Concept
 - 5.5.1. Menu factors
 - 5.5.1.1. Equipment needed
 - 5.5.1.2. Availability
 - 5.5.2. Menu pricing
 - 5.5.3. Truth in Menu laws
 - 5.5.4. Types of menus
 - 5.5.5. Menu design
 - 5.5.5.1. Layout
- 6. Restaurant and Hospitality Marketing
 - 6.1. The six P's of marketing
 - 6.1.1. Product
 - 6.1.2. Promotion
 - 6.1.3. Place
 - 6.1.4. Process
 - 6.1.5. Participants
 - 6.1.6. Physical Evidence
 - 6.2. Location
 - 6.2.1. Rent vs. potential sales
 - 6.2.2. Initial investment
 - 6.2.3. Return on investment
 - 6.2.4. Visibility
 - 6.2.5. Turn key business
 - 6.2.6. Parking
 - 6.3. Environmental analysis
 - 6.3.1. Strengths, weakness, opportunities and threats (SWOT) analysis
 - 6.3.2. Competition

COURSE CONTENT AND SCOPE (CONTINUED)

- 6.3.3. Customer types
- 6.3.4. Demographics by zip code
- 6.4. Market identification
 - 6.4.1. Employees
 - 6.4.2. Record keeping and purveyors
 - 6.4.3. Customers – satisfaction surveys, comment cards, suggestion box
 - 6.4.4. Marketing segments
 - 6.4.5. Target marketing
 - 6.4.6. Positioning (branding your establishment)
 - 6.4.6.1. Image, logo, slogan, campaign
- 6.5. Menu development
 - 6.5.1. Considerations in menu development
 - 6.5.2. Layout and design of menu and facilities
 - 6.5.3. Product availability
 - 6.5.4. Type of equipment
 - 6.5.5. Labor/Skill
 - 6.5.6. Budget (customer perception of value)
 - 6.5.7. Customer desires and needs
 - 6.5.8. Menu types
 - 6.5.9. Menu layout
 - 6.5.9.1. Spelling, grammar, punctuation
 - 6.5.9.2. Language/descriptions
 - 6.5.10. Menu Management
 - 6.5.10.1. Star, plow horse, puzzle, dog
 - 6.5.10.2. S&P (sales and production) forecasting
 - 6.5.10.3. W.A.S.H. (weather, ads, sales, history)
- 6.6. Pricing
 - 6.6.1. Laws and ethics
 - 6.6.2. Price vs perception of value
 - 6.6.3. Food cost percentage
 - 6.6.4. Competition pricing
 - 6.6.5. Factor pricing
 - 6.6.6. Rounding
 - 6.6.7. Promotion – loss and lost leader
 - 6.6.8. Specials
 - 6.6.9. Side dishes
 - 6.6.10. Split charge
 - 6.6.11. Take-out to-go
 - 6.6.12. Delivery service
 - 6.6.13. Corkage fee
 - 6.6.14. Price spread
 - 6.6.15. Market price
- 6.7. Service
 - 6.7.1. Friendliness
 - 6.7.2. Product knowledge – ingredients and preparation
 - 6.7.3. Upselling
 - 6.7.4. Mystery shopper/diner (employees service check/reward)

COURSE CONTENT AND SCOPE (CONTINUED)

- 6.7.5. Employee motivation
 - 6.7.5.1. Incentives, contests, awards
- 6.7.6. Uniforms
- 6.8. Secondary revenue streams
 - 6.8.1. To-go/take out
 - 6.8.2. Catering
 - 6.8.3. Private dining rooms (PDR)
 - 6.8.4. Chefs table
 - 6.8.5. Room service
 - 6.8.6. Bar menu
 - 6.8.7. Happy hour
 - 6.8.8. Specials
 - 6.8.9. Grab and go cases
 - 6.8.10. Online
 - 6.8.11. Merchandise – sauces, t-shirts, swag
 - 6.8.12. Salvage income – grease, aluminum cans
- 6.9. Communication, advertising and promotion
 - 6.9.1. Promotions
 - 6.9.1.1. Target market
 - 6.9.1.2. Direct market
 - 6.9.1.3. Database
 - 6.9.1.4. Promotion budget
 - 6.9.2. Types of advertising
 - 6.9.2.1. Print media
 - 6.9.2.1.1. Newspaper
 - 6.9.2.1.2. Trade magazines
 - 6.9.2.1.3. Direct mail
 - 6.9.2.1.4. Coupons
 - 6.9.2.2. Broadcast media
 - 6.9.2.2.1. Radio and television
 - 6.9.2.2.2. Internet
 - 6.9.2.2.2.1. Social Media
 - 6.9.2.2.2.2. Web page
 - 6.9.2.3. Reviews, write-ups
 - 6.9.2.4. Free swag with logo
 - 6.9.2.4.1. Customer/public relations
 - 6.9.2.4.2. Customer loyalty
 - 6.9.2.4.3. Word of mouth
- 6.10. Marketing plan
 - 6.10.1. Marketing plan outline
 - 6.10.2. Opportunities and threats
 - 6.10.3. Strengths and weaknesses
 - 6.10.4. Setting goals, benchmarks, achievements
 - 6.10.5. Action plans: strategies and tactics
 - 6.10.6. Budgeting
 - 6.10.7. Review and update of plan

APPROPRIATE READINGS

Reading assignments may include but are not limited to the following:

1. *Restaurant Law Basics*, Stephen Barth, David Hayes, and Jack Ninemeier, Wiley Publishing, current edition.
2. *Restaurant Marketing for Owners and Managers*, Patti Shock, John Bowen, and John Stefanelli, Wiley Publishing, current edition
3. *Hospitality Marketing Management*, Robert Reid and David Bojanic, Wiley Publishing, current edition
4. *The Restaurant: From Concept to Operation*, John Walker, Wiley Publishing, current edition

WRITING ASSIGNMENTS

Writing assignments may include but are not limited to the following:

1. Create a lab binder, complete with menus, recipe cards, production plans, plate diagrams, and shopping lists.
2. Write an essay on a specific legal topic.
3. Written assignment on the history, techniques, and future of molecular gastronomy.

OUTSIDE ASSIGNMENTS

Outside assignments may include but are not limited to the following:

1. Independent research on developments, new trends, and up-and-coming chefs in the field of molecular gastronomy.
2. Individual portfolio: A collection of menus you created and photographs of dishes that you cooked and presented.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Critical thinking assignments may include but are not limited to the following:

1. Create a business plan for a food service operation.
2. Create a marketing campaign to promote a food service business.

EVALUATION

Evaluation methods may include but are not limited to:

1. Attendance.
2. Class participation.
3. Lab projects and demonstrations.
4. Quizzes and exams.
5. Project papers.
6. Term projects.

METHOD OF INSTRUCTION

Instruction will include lecture, laboratory, demonstrations, and student-centered approach that utilizes a variety of strategies that may include research projects, group discussions, peer instructions, audiovisual presentations, computer assisted instruction, textbooks, speakers, and field trips.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts:

The Flavor Bible, Karen Page and Andrew Dornenburg, Little, Brown and Company, current edition

Molecular Gastronomy: Scientific Cuisine Demystified, Jose Sanchez, Wiley, current edition.

PREPARED BY: Megan Leppert and Lee Blackmore DATE April 21, 2015

REVISED BY: Megan Leppert DATE: May 6, 2020

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog