

FBM A100: INTRODUCTION TO THE FOOD AND SERVICE INDUSTRY

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	130700 - Hospitality
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

This course provides an overview of culinary and service history concentrating on working in the food and beverage industry, creating superior guest experiences, and practicing industry related job search skills. Formerly FSM A100. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate a general knowledge of culinary history and design industry focused job search documents.
2. Gain an understanding of the different sectors, working environments, and dynamics of the hospitality, food and beverage industry with a focus on creating positive guest experiences.

Course Objectives

- 1. Identify major events, moments, and figures in culinary history.
- 2. Discuss the philosophies of the hospitality, food and beverage industry.
- 3. Identify the types of jobs available, and their requirements, at various levels in the hospitality, food and beverage industry.
- 4. Describe trends and job opportunities in the food and beverage industry.
- 5. State personal and career goals and interests within the hospitality, food and beverage industry.
- 6. Create a plan for achieving short-term and long-term career goals.
- 7. Identify job obligations and expectations as they pertain to the employer, the customer, and fellow employees within the hospitality, food and beverage industry.
- 8. Simulate the employment process through the production of resumes and cover letters, and participation in mock interviews.

Lecture Content

History of the Food, Beverage and Service Industry Foods of the New World (Pre-Columbian America) The Spice Trade The Spanish Inquisition and Jewish cooking The Inca, Maya, Aztec, and Cahokia Agricultural practices Diet The Columbian Exchange The effects of the Age of Exploration on the availability of global foods The effects of the Age of

Exploration on native North, Central, and South American populations Emerging regional cuisines of New World territories Renaissance dining trends in Europe Humourism The Medici family Artistic movements related to cuisine Table manners American Colonial Cuisine Colonial American cuisine and cooking techniques The American Revolution Thomas Jefferson and the French influence European Cuisine of the 17th-18th Centuries The Scientific Revolution French Haute and Nouvelle Cuisine La Varenne Vatel Royal French dining The French Revolution Guilds Brillat-Savarin Antonin Carême Organization of French cuisine The chefs uniform Europe and the US: 1900-1929 Immigrants to the US and the Melting Pot Progressives and the Purity Crusade Aguste Escoffier and Cuisine Classique Immigrant Cuisines in the US Main immigrant groups that have contributed to US cuisine The concept of authenticity

The 1960s to the Present The 1970s Food Revolutions The 1980s Political and Restaurant Revolutions The 1990s Celebrity Chefs Modernist cuisine Sectors of the Hospitality, foods and beverage industry Commercial Sectors (Profit Motive) General Market Restricted Market Welfare Sectors (Service Motive) Restricted Market Other Food and beverage Industry Sectors Non-Captive Market Reason for Dining Time Available to Eat Captive Market / Customers Primary Catering Sectors Secondary Catering Sectors A survey of food and beverage business types and opportunities Foodservice/Restaurants Hotels Clubs Catering Conventions, meetings and expositions Cruise lines Casinos Working in the food and beverage industry Introduction to the food and beverage industry The guest experience Workplace best practices Workplace communication Management and Leadership in the Food and Beverage Industry Management roles and duties Leadership roles and duties Business ethics Professional Development Resume writing Cover letters Job interviews

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, guest speakers, internet exploration, field trips, interviews

Reading Assignments

2 hours per week - Weekly readings including textbook and articles.

Writing Assignments

2 hours per week - Resume, cover letters, reports

Out-of-class Assignments

2 hours per week - Industry research assignments.

Demonstration of Critical Thinking

Student evaluation is based on exams (midterm and final), completion of a resume, preparation for job interviews, reports on careers and industry articles.

Required Writing, Problem Solving, Skills Demonstration

Resume, cover letters, research reports

Eligible Disciplines

Culinary arts/food technology (food service, meat cutting, baking, waiter/ w...: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Cohen, Eric. The Path to American Gastronomy, 1st ed. Great River Publishing, 2022 Rationale: This book was designed to teach general culinary history to culinary school students.