

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Culinary Arts and Related Sciences</u>
COURSE RUBRIC AND NUMBER	<u>PSTR 1343</u>
COURSE TITLE	<u>Bakery Operations and Management</u>
COURSE CREDIT HOURS	<u>3 2 : 4</u> Credits Lec Lab

I. Catalog Description

Provides introduction to management, marketing, supervision, and sanitation principles required in retail bakery operations. Emphasizes cost control, pricing, computer usage, and personnel issues. **Prerequisite: PSTR 1301. Corequisite: PSTR 1310. (2:4). Lab fee.**

II. Course Objectives

A. Unit I. Starting a Bakery (Introduction to Bakery Operations)

- 1) Identify the steps in producing a vision statement
- 2) Establish a competitive advantage
- 3) Determine the validity of a potential establishment
- 4) Research the average revenues of local bakeries.
- 5) Analyze investment options
- 6) Determine a potential location.
- 7) Determine costs for investment property or lease for a stand-alone business
- 8) Determine the advantages and disadvantages of investing in a franchise

B. Unit II. Writing a Business Plan

- 1) Determine the keys to a successful business plan
- 2) Research the paperwork involved in opening a bakery
- 3) Identify potential customers (i.e., pricing, frequency, and demographics).
- 4) Identify the steps in creating a marketing strategy
- 5) Determine the maximum operating budget
- 6) Identify the steps in preparing a preliminary analysis for total costs associated with the establishment.
- 7) Identify the steps associated with establishing potential fixed costs (i.e, rent, disposal, and salary wages)
- 8) Identify the steps associated with establishing potential variable costs (i.e., utilities, taxes, and hourly wages).
- 9) Identify the steps associated with pre-opening activities
- 10) Research local and state laws, licenses, and regulations for opening a business.
- 11) Establish labor, security, service, and personnel needs.
- 12) Determine the number of employees needed to run the baking operation efficiently
- 13) Discuss customer service, satisfying customer needs, and people skills.

C. Unit III. Marketing Strategy

- 1) Identify the elements involved in marketing.
- 2) Identify an array of marketing strategies.
- 3) Evaluate the costs associated with marketing strategy
- 4) Determine maximum allowable income percentage for marketing
- 5) Determine the need for effective public relations.
- 6) Identify the differences in the policies involved in public relations and advertising.
- 7) Research job description of bakery concept
- 8) Describe the steps taken to establish public relations.
- 9) Identify the steps in creating a press kit
- 10) Identify the steps involved in developing a contact list to include media, political advisors, charitable organizations, and investors.

D. Unit IV. Product Mix

- 1) Analyze the difference between customer needs and preferences.
- 2) List popular trends, niches, and specialties in the industry
- 3) Determine money makers and money takers within your menu
- 4) List potential sale items for the establishment and determine the cost for each item
- 5) Create a spreadsheet to determine potential profit margin
- 6) Evaluate menu styles and formats.
- 7) Determine portion control, recipes, and “make” or “buy” options

E. Unit V. Equipment Options

- 1) Develop an operating budget for the bakery concept, taking special care about preopening expenses
- 2) Create a list of capital equipment that must be purchased for concept
- 3) Identify the potential advantages and disadvantages of leasing an item or purchasing it.
- 4) Identify lease or buy options for equipment
- 5) Demonstrate key differences between used and new equipment
- 6) Weigh quality versus price
- 7) Identify the advantages of buying used equipment
- 8) Discuss the importance of having an attractive public area.
- 9) Design a floor plan for the bakery concept
- 10) Identify key elements of décor in order to provide an attractive and welcoming environment
- 11) Demonstrate the visual importance of your product (i.e., display cases and shelving units)
- 12) Identify key areas in the bakery
- 13) Demonstrate work areas and design materials needed for proper kitchen setup.

F. Unit VI. Safety Measures

- 1) Identify safety concerns in a bakery
- 2) Evaluate training and retraining activities necessary for a safe working environment.
- 3) Develop a training program for each station in the bakery, paying special attention to safety activities
- 4) Develop signage necessary to maintain a safe environment for each station
- 5) Develop a schedule or date for retraining activities
- 6) Develop a monitoring system which will track accidents within the bakery
- 7) Discuss the repercussions of poor sanitation
- 8) Identify food borne illnesses
- 9) List preventative measures in order to run a wholesome bakery
- 10) Demonstrate preventative measures in order to run an accident-free bakery

G. Unit VII. Front and Back of the House

- 1) Demonstrate the validity of each station in the front and back of the house
- 2) List each station in the front and back of the house
- 3) Describe the training techniques used for each station
- 4) Produce training manuals for each station in a bakery
- 5) Create a training schedule for the front of the house (i.e., dates and durations of training)
- 6) Identify training techniques used in a successful bakery

H. Unit VIII. Purchasing, Inventory, Receiving, and Storage

- 1) Identify the structure of the purveyor-buyer relationship
- 2) List purchasing options available to a bakery
- 3) Create a purchasing program best suited for baking operations
- 4) Identify legal and ethical concerns that arise in purchasing activities
- 5) Distinguish between various inventory tracking systems
- 6) List options available for the inventory tracking
- 7) Identify the process of receiving and its importance to the bakery
- 8) Produce a receiving schedule which will enable the product to flow smoothly through a bakery
- 9) Identify why a knowledgeable receiving person is important to the bakery
- 10) Identify proper storage techniques
- 11) Identify the principle behind FIFO
- 12) Distinguish packaging options for each item in the bakery
- 13) Identify storage needs in a bakery

III. THECB Learning Outcomes (WECM)

1. Apply management and marketing principles to baking and pastry operations.
2. Identify and explain operational principles to include cost control, personnel, and legal issues.

IV. Evaluation

A. Pre-assessment

Instructors should check each student's prerequisites the first week of class; those who do not qualify should be sent back to Admissions. Students should pass any applicable safety tests during the first week. The instructor should counsel students regarding specific safety issues.

B. Challenge Exam

Students who wish to challenge the course should contact the Testing Center and the Division Dean. Challenges must be accomplished before the census cut-off date. Students who previously have received a W or a letter grade for the course are not eligible to challenge this course.

C. Post-Assessment

- 1) The instructor will maintain a continuous record of each student's progress on an institutionally approved grade sheet or computerized substitute. All instructors must keep records in such a way that information would be clear to a second party having to check grade computation in special cases. An explanatory legend should be provided on the grade sheet.
- 2) The evaluation of the prepared items should be based on the student's mastery of the assigned objectives. In addition to food preparation, the instructor may require quizzes and exercises on cooking methods, terminology, and use of tools. The instructor may also require a researching of recipes.

It is essential that student do assignments throughout the semester. These units are to be seen as overlapping and intertwined with one another.

Any projects will be devised at the instructor's discretion. In addition to basic preparations, the projects may include but are not limited to the following: entrée preparation, starch and vegetable preparation, and dessert plate-ups. Instructors are strongly encouraged to require that recipe research be typed or composed on a word processor or computer.

D. Final Examination

A final examination is required in all Culinary and Restaurant Management Classes. The exam should consist of (or at least include) a written test and/or a hands-on preparation given in class/lab during the scheduled final examination period. If the instructor thinks the final prep item and/or written exam do not reflect a satisfactory mastery of the course objectives, the exam may be used as a justification for failing the student for the course. In such cases, it is advisable to have one other instructor confirm the evaluation of the work. If the instructor judges that the final prep item and/or written exam meet the course objectives satisfactorily, the work will be graded and may be averaged in with the other course work to determine the course grade.

E. Grading Percentages

Grade percentages for determining the course grade may be devised by the individual instructor, but the in-class projects will account for at least 70% of the student's grade. At the instructor's discretion, the grade for the final exam may be averaged as part of the 70%.

F. Remediation

At the instructor's discretion, students may be allowed to retest for higher grades. Students seeking additional help may obtain tutoring assistance from the Chef Instructor as time permits.

G. Grading Scale:

A = 90 – 100	I = Incomplete
B = 80 – 89	W = Withdrew/ Withdrawn
C = 70 – 79	
D = 60 –69	
F = below 60	

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.