

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:

Fee-ultit secong comment of this nature 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

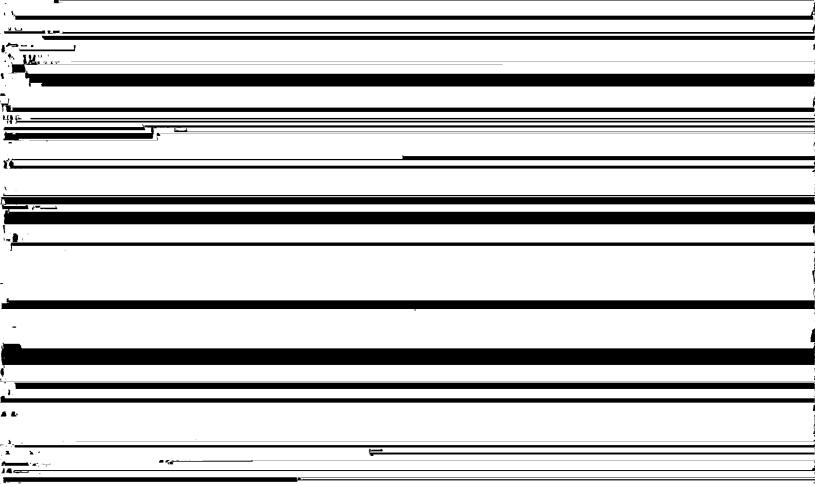
Promotes an understanding of the management of revenue in restaurant operations through the application of analytical tools to formulate and implement strategies in response to daily operational complexities and constraints to achieve budgetary objectives.

(3c-0l-3cr)

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.



	A.	Restaurant Revenue Management Concepts (3 hours) 1. Reservation Systems and Information Technology 2. Maximizing Revenue per Available Seat-Hour
		3. Process Design
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		 Management Functions, Planning, Organizing, Influencing, and Controlling Restaurant Organization and Ownership Starting a Restaurant
	Exan	n (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
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		3. Sources of Comparative Ratios

Restaurant Revenue Management Cost Concents (5 hours)

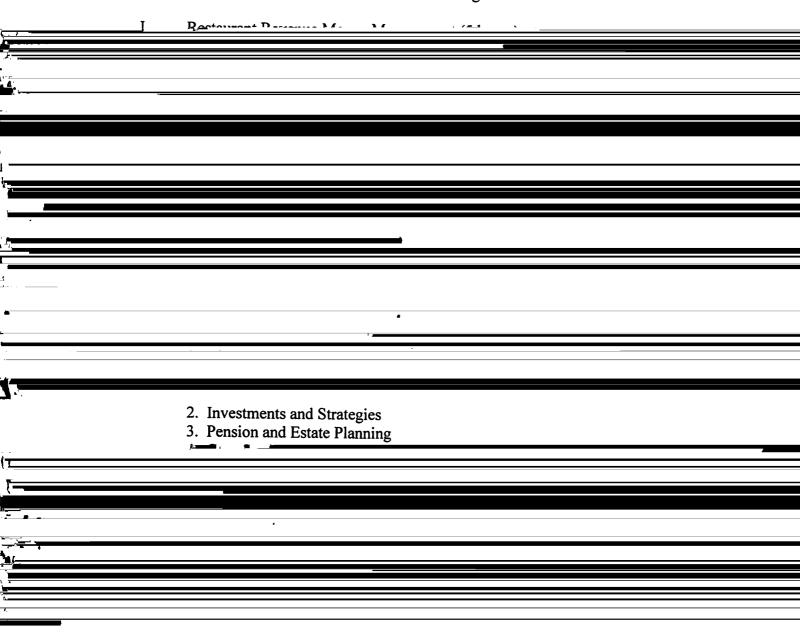
4. Case Study

Exam (1 hour)

- 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



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

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	IX.	Bibliography
		Dittmer, P.R. (2002). <u>Principles of Food, Beverage, and Labor Cost Controls</u> , 7 th Ed. New Jersey: John Wiley & Sons.
		Ilvento, C. (2001). <u>Profit Planning and Decision Making in the Hospitality Industry</u> , 2 nd Ed. Dubuque, Iowa: Kendall/Hunt.
		Lundberg, D.E., and Walker, J.R. (2000). The Restaurant" From Concept to Operation,
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Appendix B: Old Syllabus Record

I. Catalog Description

Prerequisites: HRIM 265 O 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 phinotines II. Course Outcomes: The student will be able to: 1. Define the revenue management process in restaurants. 2. Explain the rale of revenue management and planning in restaurant operations.		Catalog Description	
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III. Course Outline

	A.	Restaurant Revenue Management Concepts (3 hours)
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		H. Restaurant Revenue Management (3 hours) 1. Time Value of Money Defined
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.		4. Case Study
		Exam (1 hour)
		 Restaurant Capital Budgeting (4 hours) Factors Affecting Capital Budgeting Formulating a Proposal 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
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