Introductory Lesson

Restaurant Management
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Career and Technical Education (CTE)
Definition #1:
Career and Technical Education (CTE) instruction aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas.

Definition #2:
Career and Technical Education (CTE) prepares young people to manage the dual roles of family member and wage earner and enable students to gain entry-level employment in a high-skill, high-wage job and/or to continue their education.
Internships, practicum courses, career preparation courses, dual enrollment programs, and apprenticeships are a few venues that deliver career and technical education by providing meaningful opportunities for learners to apply their academic and technical skills.
Historical Side Notes:

In the past, Career and Technical Education (CTE) was organized by program areas, but is now organized by career clusters.

Example:

Family and Consumer Sciences (program area) courses are now located in five career clusters:

- Architecture and Construction (Interior Design courses)
- Arts, AV Technology and Communication (Fashion Design courses)
- Education and Training
- Hospitality and Tourism
- Human Services
Career and Technical Education (CTE)

- You are currently enrolled in the course **Restaurant Management**
- **Restaurant Management** is a CTE course
- You are a CTE student
- I am a CTE instructor
The 16 Career Clusters™

- **Agriculture, Food & Natural Resources**: Processing, production, distribution, and development of agricultural commodities and natural resources.
- **Architecture & Construction**: Designing, managing, building, and maintaining the built environment.
- **Arts, A/V Technology & Communications**: Creating, exhibiting, performing, and publishing multimedia content.
- **Business Management & Administration**: Organizing, directing, and evaluating functions essential to productive business operations.
- **Customer Service & Commerce**: Providing education and training services, and related learning support services.
- **Finance**: Financial and investment planning, banking, insurance, and business financial management.
- **Government & Public Administration**: Executing governmental functions at the local, state, and federal levels.
- **Health Science**: Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research.
- **Hospitality & Tourism**: Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services.
- **Human Services**: Providing for families and serving human needs.
- **Information Technology**: Designing, supporting, and managing hardware, software, multimedia, and systems integration.
- **Law, Legal Services & Security**: Providing legal, public safety, protective, and homeland security services.
- **Manufacturing**: Processing materials into intermediate or final products.
- **Marketing**: Performing marketing activities to reach organizational objectives.
- **Science, Technology, Engineering & Mathematics**: Performing scientific research and professional and technical services.
- **Transportation, Distribution & Logistics**: Managing movement of people, materials, and goods by road, pipeline, air, rail, and water.

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The 16 Career Clusters™

**Career Clusters**

- **Agriculture, Food & Natural Resources**
  Processing, production, distribution, and development of agricultural commodities and natural resources.

- **Architecture & Construction**
  Designing, managing, building, and maintaining the built environment.

- **Arts, A/V Technology, & Communications**
  Creating, exhibiting, performing, and publishing multimedia content.

- **Business Management & Administration**
  Organizing, directing, and evaluating functions essential to productive business operations.

- **Health Science**
  Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research.

- **Hospitality & Tourism**
  Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

- **Human Services**
  Providing for families and serving human needs.

- **Information Technology**
  Designing, supporting, and managing hardware, software, multimedia, and systems integration.

- **International Marketing**
  Performing marketing activities to reach organizational objectives.

- **Manufacturing**
  Processing materials into intermediate or final products.

- **Media & Entertainment**
  Performing scientific research and professional and technical services.

- **Transportation, Distribution, & Logistics**
  Managing movement of people, materials, and goods by road, pipeline, air, rail, and water.

- **Science, Technology, Engineering, & Mathematics**
  Financial and investment planning, banking, insurance, and business financial management.

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Restaurant Management

Encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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Hospitality and Tourism

TEA Recommended Coherent Sequence of Courses
Sequence of courses available in our district/campus
Hospitality and Tourism Programs of Study

- Restaurants and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services.

### Sample Career Specialties/Occupations

<table>
<thead>
<tr>
<th>Restaurants and Food/Beverage Services</th>
<th>Lodging</th>
<th>Travel &amp; Tourism</th>
<th>Recreation, Amusements &amp; Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager • Food &amp; Beverage Manager • Kitchen Manager • Catering &amp; Banquets Manager • Service Manager • Dining Room Supervisor • Restaurant Owner • Baker • Brewer • Caterer • Dietician • Executive Chef • Cook • Pastry &amp; Specialty Chef • Bartender • Restaurant Server • Banquet Server • Cocktail Server • Banquet Set-Up Employee • Bus Person • Room Service Attendant • Kitchen Steward • Counter Server • Wine Steward • Host • Research and Development Chef • Food/Beverage Wholesaler • Product Demonstrator • Personal Chef • Front Office Manager • Executive Housekeeper • Director of Sales &amp; Marketing • Chief Engineer • Director of Human Resources • Rooms Division Manager • Director of Security • Controller • Food &amp; Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner/Franchisee • Uniformed Services Support • Communications Supervisor • Front Desk Supervisor • Reservations Supervisor • Laundry Supervisor • Room Supervisor • Bell Captain • Shift Supervisor • Sales Professional • Night Auditor • Front Desk Employee • Valet Attendant • Bell Attendant • Door Attendant • Concierge • Reservationist • Guestroom Attendant • Public Space Cleaner • House Person • Maintenance Worker • Van Driver</td>
<td>Executive Director • Assistant Director • Director of Tourism Development • Director of Membership Development • Director of Communications • Director of Visitor Services • Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services • Director of Convention and Visitors Bureau • Market Development Manager • Group Sales Manager • Events Manager • Sales Manager • Destination Manager • Convention Services Manager • Heritage Tourism Developer • Travel Agent (Commercial &amp; Vacation) • Event Planner • Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist • Transportation Specialist • Welcome Center Supervisor • Visitor Center Counselor • Tourism Assistant • Executive Assistant • Tour Guide • Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter</td>
<td>Club Manager • Club Assistant Manager • Club Instructor • Club Equipment &amp; Facility Maintenance • Club Scheduler • Club Event Planner • Club Membership Developer • Parks &amp; Gardens Director • Parks &amp; Gardens Activity Coordinator • Parks &amp; Gardens Access Management • Parks &amp; Gardens Safety &amp; Security • Parks &amp; Garden Ranger • Resort Trainer • Resort Instructor • Resort Equipment Maintenance • Resort Scheduler • Gaming &amp; Casino Manager • Gaming &amp; Casino Supervisor • Gaming &amp; Casino Dealer • Gaming &amp; Casino Slot Supervisor and Maintenance • Gaming &amp; Casino Security &amp; Safety • Fairs/Festival Event Planner • Fairs/Festival Set up Supervisor • Fairs/Festival Facility Manager • Fairs/Festival Promotional Developer • Theme Parks/Amusement Parks Resale Department Manager • Theme Parks/Amusement Parks Area Retail Manager • Theme Parks/Amusement Parks Area Ride Operations Manager • Theme Parks/Amusement Parks Group Events Manager • Family Centers Manager • Family Centers Equipment Operator/Maintenance • Historical/Cultural/Architectural Ecological Industrial Sites Guides/Rangers • Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museums/Zoos/Aquariums Docent • Museum/Zoos/Aquariums Animal Trainer and Handler • Museums/Zoos/Aquariums Exhibit Developer</td>
<td></td>
</tr>
</tbody>
</table>

### Cluster Knowledge and Skills

- Academic Foundations • Communications • Problem Solving and Critical Thinking • Information Technology Applications • Systems • Safety, Health and Environmental • Leadership and Teamwork • Ethics and Legal Responsibilities • Employability and Career Development • Technical Skills
Hospitality and Tourism

Achieve Texas In Action
Possible Program of Study
Food and Beverage Manager
## Restaurants & Food/Beverage Services

**Career Goal:** Food Service Manager (11-9051), First-Line Supervisor/Manager (35-1012), General and Operations Manager (11-1021), Private Sector Executive (11-0011).

### SUGGESTED COURSEWORK

#### Middle School

**8th Grade**

**ES Courses:** Local districts may offer high school credit courses here.

- **Core Courses:**
  - English I
  - Algebra I
  - World Geography
  - Biology
  - Physical Education

- **Career-Related Electives:** Principles of Hospitality and Tourism

#### High School

**9th Grade**

**Core Courses:**

- English II
- Algebra II
- World History
- Languages other than English II

**Career-Related Electives:** Intro to Nutrition and Wellness or Restaurant Management

**10th Grade**

**Core Courses:**

- English III
- Mathematical Models with Applications
- Physics
- United States History
- Professional Communications

**Career-Related Electives:** Hospitality Services or Culinary Arts or Languages other than English III

**11th Grade**

**Core Courses:**

- English IV
- Algebra II
- Environmental Systems
- Fine Arts

**Career-Related Electives:** Culinary Arts or Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV

**12th Grade**

**Core Courses:**

- English IV
- Algebra II
- Environmental Systems
- Fine Arts

**Career-Related Electives:** Practicum in Culinary Arts or Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV

**COLLEGE CREDIT OPPORTUNITIES – High School**

**Postsecondary**

**Associate Degrees**

- Hospitality Administration
- Hospitality Management

**Bachelor Degrees**

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, & Institutional Management

**Graduate Degrees**

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, & Institutional Management

**Certifications**

- Banquet Server
- Banquet Setup Employee
- Certified Food Manager
- OSHA CareerSafe
- Restaurant Server
- ServSafe

**Career Options:**

- Food Preparation Worker
- Host
- Fast Food Manager
- Food and Beverage Manager
- Kitchen Manager
- Restaurant/Food Service Owner
- Restaurant Manager
- Catering and Banquet Director
- Food and Beverage Director

**Professional Associations:**

- International Food Service Executives Association
- Society for Foodservice Management
- Texas Hotel and Lodging Association
- Texas Restaurant Association

**Student Name:**

**Grade:**

**School:**

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Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
Sample Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
Sample Career Options

- Banquet Set-Up Server
- Fast-Food Assistant Manager
- Food Preparation Worker
- Host
- Restaurant Server
- Fast Food Manager
- Food and Beverage Manager
- Food Service Specialist
- Maitre´d
- Restaurant Assistant Manager

- Catering and Banquet Director
- Food and Beverage Director
- Kitchen Manager
- Restaurant/Food Service Owner
- Restaurant Manager
- Food and Beverage Adm.
- Food and Beverage Director
- Operations Administrator
- Vice-President Operations
(3) The student identifies the importance of a well-written business plan. The student is expected to:

(A) categorize a business plan and the need for a well-orchestrated business plan;
(B) research business plan outlines, resources, and templates using web search engines;
(C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;
(1) The student gains academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the restaurant industry. The student is expected to:

(A) organize oral and written information;
(B) compose a variety of written documents such as agendas, menus, presentations, and advertisements;
(C) calculate correctly using numerical concepts such as percentages and estimations in practical situations;
(D) infer how scientific principles are used in the restaurant industry; and
(E) use mathematics and science knowledge and skills to produce quality food products.
(2) The student uses verbal and nonverbal communication skills to create, express, and interpret information for providing a positive experience for guests and employees. The student is expected to:

(A) develop, deliver, and critique presentations;
(B) analyze various marketing strategies for a restaurant or food venue;
(C) demonstrate proper techniques for answering restaurant phones;
(D) interpret verbal and nonverbal cues to enhance communication with coworkers, employers, customers, and clients; and
(E) apply active listening skills to obtain and clarify information.
(3) The student solves problems using critical thinking, innovation, and creativity independently and in teams. The student is expected to:

(A) generate creative ideas to solve problems by brainstorming possible solutions;

(B) employ critical-thinking and interpersonal skills to resolve conflicts with individuals such as coworkers, customers, clients, and employers; and

(C) use principles of budgeting and forecasting to maximize profit and growth.
(4) The student uses information technology tools specific to restaurant management to access, manage, integrate, and create information. The student is expected to:

(A) use information technology tools to manage and perform work responsibilities;
(B) use technology applications to perform workplace tasks;
(C) prepare complex multimedia publications;
(D) demonstrate knowledge and use of point-of-sale systems; and
(E) evaluate Internet resources for information.
(5) The student understands roles within teams, work units, departments, organizations, and the larger environment of the restaurant industry. The student is expected to:

(A) explain the different types and functions of departments;

(B) investigate quality-control standards and practices;

(C) differentiate between various styles of restaurant services such as table, buffet, and fast food;

(D) illustrate various place settings using proper placement of dining utensils; and

(E) demonstrate the proper service techniques in food service operations.
(6) The student understands the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. The student is expected to:

(A) assess workplace conditions with regard to safety and health;
(B) analyze potential effects caused by common chemicals and hazardous materials;
(C) demonstrate first aid and cardiopulmonary resuscitation skills;
(D) apply safety and sanitation standards common to the workplace;
(E) research sources of food-borne illness and determine ways to prevent them; and
(F) determine professional attire and personal hygiene for restaurant employees.
(7) The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:

(A) apply team-building skills;

(B) apply decision-making and problem-solving skills;

(C) determine leadership and teamwork qualities to aid in creating a pleasant working atmosphere; and

(D) participate in community leadership and teamwork opportunities to enhance professional skills.
(8) The student knows and understands the importance of professional ethics and legal responsibilities within the restaurant industry. The student is expected to:

(A) demonstrate ethical reasoning in a variety of workplace situations in order to make decisions;

(B) interpret and explain written organizational policies and procedures to help employees perform their jobs; and

(C) develop guidelines for professional conduct.
The student demonstrates an understanding that personal success depends on personal effort. The student is expected to:

(A) demonstrate a proactive understanding of self-responsibility and self-management;
(B) identify behaviors needed to be employable and maintain employment such as positive work ethics and positive personal qualities;
(C) analyze the effects of health and wellness on employee performance;
(D) implement stress-management techniques; and
(E) follow directions and procedures independently.
(10) The student develops principles in time management, decision making, effective communication, and prioritizing. The student is expected to:

(A) apply effective practices for managing time and energy;
(B) analyze various steps in the career decision-making process; and
(C) discuss the importance of balancing a career, family, and leisure activities.
The student knows and understands the importance of employability skills. The student is expected to:

(A) demonstrate skills related to seeking employment in the restaurant industry;
(B) identify the required training and educational requirements that lead toward an appropriate industry certification;
(C) select educational and work history highlights to include in a career portfolio;
(D) update a personal career portfolio;
(E) complete required employment forms such as I-9, work visa, W-4, and licensures to meet employment requirements;
(F) research the local and regional labor workforce market to determine opportunities for advancement;
(G) investigate professional development training opportunities to keep current on relevant trends and information within the industry; and
(H) explore entrepreneurship opportunities.
(12) The student understands the use of technical knowledge and skills required to pursue careers in the restaurant industry, including knowledge of design, operation, and maintenance of technological systems. The student is expected to:

(A) define job-specific technical vocabulary;
(B) analyze customer comments to formulate improvements in services and products and training of staff;
(C) detail ways to achieve high rates of customer satisfaction;
(D) use different types of payment options to facilitate customer payments for services; and
(E) demonstrate technical skills used in producing quality food service.
End of Course Project Options
Restaurant Management
Next Lesson

Overview of Culinary Arts course topics.
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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Resources and References

Websites:

- AchieveTexas
  A college and career initiative designed to help students (and their parents) make wise education choices. It is based on the belief that the curricula of the 21st century should combine rigorous academics and relevant career education.
  http://www.achievetexas.org/in

- Learning that Works for America CTE™
  Sponsored by The National Association of State Directors of Career Technical Education Consortium (NASDCTEc). Aims to support an innovative CTE system that prepares individuals to succeed in education and their careers.
  http://www.careertech.org

- Texas Education Agency
  Texas Essential Knowledge and Skills. The mission of the Texas Education Agency is to provide leadership, guidance and resources to help schools meet the educational needs of all students.
  http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html