

Washtenaw Community College Comprehensive Report

CUL 140 Bakery Management and Merchandising Effective Term: Fall 2013

Course Cover

Division: Business and Computer Technologies

Department: Culinary and Hospitality Management

Discipline: Culinary Arts

Course Number: 140

Org Number: 13500

Full Course Title: Bakery Management and Merchandising

Transcript Title: Bakery Mgmt and Merchandising

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Outcomes/Assessment

Objectives/Evaluation

Rationale: Update course syllabus

Proposed Start Semester: Fall 2013

Course Description: This course introduces students to management and merchandising concepts utilized in bakeries. Emphasis is placed on cost control, sales concepts, customer service, and product presentation. Students will acquire hands-on experience in retail sales.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 30 **Student:** 30

Lab: Instructor: 45 **Student:** 45

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 75 **Student:** 75

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Level 2

Requisites

Prerequisite

CUL 110 minimum grade "C"

and

Prerequisite

CUL 114 minimum grade "C"

and

Prerequisite

CUL 115 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University

Student Learning Outcomes

1. Demonstrate and apply the concepts of food costs compared to sales.

Assessment 1

Assessment Tool: Final Exam - common multiple choice and essay questions

Assessment Date: Fall 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: An answer key will be used to score the MC questions, a rubric will be used to score the essay questions

Standard of success to be used for this assessment: 70% of all students will score 70% or higher.

Who will score and analyze the data: Department faculty

2. Describe the principles of quality customer service.

Assessment 1

Assessment Tool: Final Exam - common multiple choice and essay questions.

Assessment Date: Fall 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer Key

Standard of success to be used for this assessment: 70% of all students will score 70% or higher.

Who will score and analyze the data: Department faculty

3. Apply design principles as they relate to product presentation.

Assessment 1

Assessment Tool: Final Exam - common multiple choice and essay questions

Assessment Date: Fall 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer Key

Standard of success to be used for this assessment: 70% of all students will score 70% or higher.

Who will score and analyze the data: Department faculty

4. Apply marketing techniques and merchandising techniques for retail sales in the Sweet Spot.

Assessment 1

Assessment Tool: Final Exam - common multiple choice and essay questions

Assessment Date: Fall 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer Key

Standard of success to be used for this assessment: 70% of all students will score 70% or higher.

Who will score and analyze the data: Department faculty

Course Objectives

1. Acquire proficiency with food costing, including recipes and finished products.

Matched Outcomes

1. Demonstrate and apply the concepts of food costs compared to sales.
2. Demonstrate ability to cost recipes and finished products.

Matched Outcomes

1. Demonstrate and apply the concepts of food costs compared to sales.
3. Demonstrate skills necessary for employment in a retail bakery.

Matched Outcomes

4. Apply quality customer service strategies in a retail setting as described on the competency checklist.

Matched Outcomes

2. Describe the principles of quality customer service.
5. Demonstrate the use of showcases, signage, and logos in a bakery.

Matched Outcomes

6. Research and summarize current merchandising and marketing trends.

Matched Outcomes

7. Access and define different techniques of merchandising.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level I classroom

Other: "Sweet Spot" student retail bakery located in the student center.

Reviewer

Faculty Preparer:

Sharyl Politi

Action

Faculty Preparer

Date

Jan 28, 2013

Department Chair/Area Director:

Carol Deinzer

Recommend Approval

Feb 07, 2013

Dean:

Rosemary Wilson

Recommend Approval

Feb 08, 2013

Vice President for Instruction:

Stuart Blacklaw

Approve

Mar 14, 2013