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*The American
University of Florence***SYLLABUS**

APCIUS INTERNATIONAL SCHOOL OF HOSPITALITY

SCHOOL OF FOOD AND WINE STUDIES
DEPARTMENT OF BAKING AND PASTRY
COURSE TITLE: PASTRY SHOP
COURSE CODE: FWBPPS350
3 semester credits

1. DESCRIPTION

This course is a study of bakery operations and management as practiced in a pastry shop environment. Studies focus on the various components within such an environment and its front/back of the house areas. Front of the house emphasizes customer service, space management and maintenance, retail display, client relations, and ordering strategies. An introductory approach to the back of the house is considered in terms of equipment handling, supplies, production types, yields, formula conversions, dessert menu planning, and the handling of special requests and events. Safety and sanitation are examined for proper practice and application in the pastry shop. Students will gain familiarization with dessert categories and how they are positioned within the baking industry.

2. OBJECTIVES

Upon successful completion of this course, students will be able to:

- Identify different types of service and techniques for serving efficiently
- Have an overview of the daily operation, management and maintenance of a Pastry lab and retail shop
- Manage equipment handling, supplies, production types, yields, formula conversions, dessert menu planning
- Define opening and closing duties of a Pastry Lab & Shop
- Identify different types of pastry production
- Manage timing of the pastry shop service
- Identify methods for taking orders and special orders
- Understand and manage retail display
- Apply safety and sanitation for proper practice and application in the pastry shop and lab
- Understand how to serve beverage and pastries
- Understand customer service and customer relations
- Handle complaints that may arise
- Storing and planning of daily production of product
- Design a bakery operation and choosing the correct equipment according to type of bakery establishment
- Produce large volume of product and sell to public.
- Understand profit and loss of product sells
- Forecasting, purchasing, and source products necessary in maintaining an operation.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, and projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

Rick Douglas Crawford, *“Opening and Operating a Retail Bakery”*, Wiley, 2013.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

Sharon L. Fullen, Douglas R. Brown, *“How to Open a Financially Successful Bakery”*, Atlantic Publishing.

Francisco J. Migoya, *“The Modern Café”*, Wiley.

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed. Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell’Oriuolo 26. Please consult the library website for hours of operation:
www.bibliotecadelleoblade.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor’s teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated

by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

20% Participation and assignments

20% Midterm Exam, Field Learning project (if applicable), Special/Research Project (if applicable)

25% Final Paper/Project

25% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 25% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.

Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.

Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The final **Paper/Project** accounts for 20% of the course grade.

- Format: topic, length, guidelines, and due date will be provided in the course addendum.
- Material for research will be available at the university library.

The **Final** exam accounts for 30% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.
- The Final Exam is cumulative

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Course overview, assignments and expectations.
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have demonstrated an understanding of course content, objectives, assignments and expectations. - Have been introduced to hospitality - Have gained knowledge of personal hygiene and safety and sanitation practices including the HACCP regulation. - Be able to deal with inspectors
Visit	None
Readings/ Assignments	Chapter 1 of the textbook from page 79 to 84

Lesson 2	
Meet	In class
Lecture	Bakery equipment and public areas
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned about bakery equipment and tools - Be able to explain the importance of the first impression of the bakery public areas: service counters, waiting area and dining room
Visit	None
Readings/ Assignments	Chapter 1 of the textbook from page 62 to 64

Assignments	Chapter 4 of the textbook
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Lesson 3	
Meet	In class
Lecture	The guest experience – part I
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have understood the importance of the first impression and grooming - Have learned how to greet and welcome clients - Be able to describe the 6 principles of guest services - Gained knowledge of service rules and of the table service - Have understood the basics of farewell and departure
Visit	None
Readings/ Assignments	Chapter 7 of the textbook

Lesson 4	
Meet	In class
Lecture	The guest experience – part II
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned about practices on taking orders, techniques for taking food and beverage orders - Have understood the challenges of front of the house operations - Be able to define the customer target - Have understood the differences between the client and the customer, and between service and hospitality - Be able to describe the many types of establishments and the types of services - Be able to analyze the floor plans of bakery: how much retail space to have vs. work space, front of the house vs. back of the house - Have been familiarized with the different selling techniques
Visit	None
Readings/ Assignments	Chapters 6 and 7 of the textbook

Lesson 5	
Meet	In class
Lecture	Pastry Shops of Florence - Types and characteristics: Part I
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have understood the duties and responsibilities of a local Pastry shop - Have learned how to plan daily production and how to store food properly - Have gained knowledge on how to promote cultural integration with the city of Florence

Visit	Visit to different types of Bars and Retail Bakeries in Florence
Readings/ Assignments	To be provided by instructor

Lesson 6	
Meet	In class
Lecture	The bakery and pastry workers
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have understood the importance of selecting and hiring the right staff - Have gained knowledge of the value of employees and cultural differences. - Have learned about the influence of a positive working environment and adequate level of internal communication - Be able to explain the importance of staff training and workplace diversity
Visit	None
Readings/ Assignments	Chapter 6 of the textbook

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
Academic Break	

Lesson 9	
Meet	In class
Lecture	Customer dissatisfaction and complaint management
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned how to handle and minimize complaints from customers - Have understood the impact of communication when working with public - Have gained knowledge of the principles and standards of ethics
Visit	None
Readings/ Assignments	Chapter 7 of the textbook

Lesson 10	
Meet	In class
Lecture	Pastry Shops of Florence - Types and characteristics: Part II

Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned how to assess the quality standards of a pastry shop - Have understood the differences between a pastry shop, a gelateria, and a chocolate shop - Be able to describe the Italian traditions in baking and pastry and the differences between the Italian regions
Visit	Visit to different types of Bars and Retails Bakery in Florence
Readings/ Assignments	To be provided by professor

Lesson 11	
Meet	In class
Lecture	Start-up and management of a pastry shop
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned about franchising and opportunities when investing in a franchise - Have gained knowledge of the 8 Ps: Product, production, people, placement, price, packaging, promotion and presentation - Have been familiarized with the basic of marketing
Visit	None
Readings/ Assignments	Chapter 11 of the textbook

Lesson 12	
Meet	In class
Lecture	The pastry shop sales cycle and day parts
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned how to maximize sales during the different periods of the year and the day - Be able to identify the major and minor selling seasons
Visit	None
Readings/ Assignments	Chapter 13 of the textbook

Lesson 13	
Meet	In class
Lecture	Bakery merchandising and packaging
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have learned the differences between utility packaging, packaging for self serve and packaging for merchandising - Have gained knowledge of the impact of packaging on the sale and on the environment

	- Have learned about green packaging
Visit	None
Readings/ Assignments	Chapter 11 of the textbook

Lesson 14	
Meet	In class
Lecture	Final course review Final project presentations
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained experience by group presentation - Have practiced communication skills - Have understood the importance of a correct online research
Visit	None
Readings/ Assignments	Review and study all materials and lectures covered in class in order to be prepared for Final Exam

Lesson 15	
Meet	In class
Lecture	FINAL EXAM