

 THE UNIVERSITY OF MISSISSIPPI

Creative Approaches to Teaching Foodservice Management Graduate Courses

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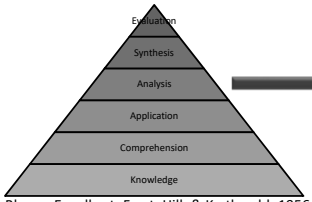
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Objectives

- **Upon attending the presentation, attendees will be able to:**
 - Understand and master a deeper understanding of the importance and usefulness of higher levels of Bloom's Taxonomy in foodservice graduate courses.
 - Utilize specific ideas of analysis, evaluating, and creating in foodservice graduate courses.
 - Generate and explore with other attendees course strategies and assignments, including those with research aspects, containing analysis, synthesis and evaluation in foodservice graduate courses.

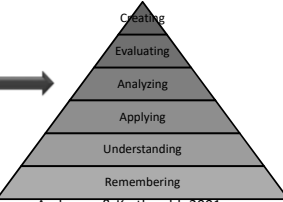
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Bloom's Taxonomy



Bloom, Engelhart, Furst, Hill, & Krathwohl, 1956

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Anderson & Krathwohl, 2001

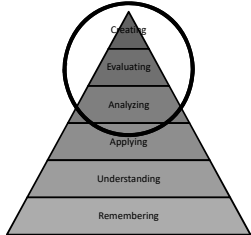
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Defining the Graduate Environment

- Generate new knowledge and apply existing knowledge
- Much more research-oriented
- May include higher population of international students
- Varying levels of work experience

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The Challenge




- Not replicating undergraduate material.
- Bringing in the application to industry (at the Master's level)
- Integrating research, both foundational and more recent studies.

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Lack of Real World Experience

- Growth in complexity of today's work place issues
- Need for evaluating, analyzing, and creating "real world" foodservice experiences has never been greater
- Assignments that develop students' cognitive abilities and skills around real-world experiences increase ...
 - Teamwork skills
 - Communication skills
 - Ability to readily adapt and respond to changing conditions
 - Innovation competencies



The University of Mississippi

Advanced Foodservice Menu Assignment

- **Background:**
 - While graduate students may have undergraduate courses in food preparation, procurement, quantity foods, and food systems they often lack real-world operational experience beyond undergraduate labs.
- **Assignment:**
 - Menu from 2 “real” foodservice companies, one commercial and one non commercial
 - Based on type of customers/guests/patients, analysis of similarities and differences in menu and delivery modes



Advanced Foodservice Menu Assignment – Cont'd

- Create FOH and BOH layouts, processes, and flow used to prepare and deliver each type of menu
- Identify major ingredients in 3 most unique menu items, locating reasonable suppliers for the ingredients and analyzing ingredient specs and costs
- Analyze various equipment focusing on unique or specialty equipment
- Analyze at least 3 menu considerations that are dealt with in each operations (i.e., religion, culture/ethnicity, caloric/nutrition, allergy/food sensitivities, organic, etc.)



Advanced Foodservice Project Management Assignment

- **Background:**
 - While a common approach used in workplace management, it is rarely taught in University academic programs even though it is highly applicable to foodservice operations.
- **Assignment:**
 - In advance, read articles from the literature about sustainability incorporated into University foodservice operations



What is a Project vs. Program?

- Has a beginning and an end
- Multi-functional (3 or more functions)
- One time event
- Has a specific objective
- While not a "program," it may turn into an on-going program



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Advanced Foodservice Project Management Assignment – Cont'd

While learning about the key components of Project Management, students create an actual real-world sustainability project at UM using the project management techniques

- 1. Think
- 2. Study
- 3. Proposal
- 4. Plan
- 5. Implementation

- Clarify focus of project
- Build consensus and alignment
- Identify and eliminate barriers
- Understand cost/schedule/performance issues
- Ensure participation of all stakeholders



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