



COURSE OUTLINE

Course Name: Retail Operations

Department Head/Coordinator: Department Head, Elizabeth Jang **Effective Date:** January 28, 2013

School or Centre:	Department:
School of Hospitality	Baking and Pastry Arts

Course History:	Year of Study:
New Course	1st Year Post-secondary

Name of Replacing Course (if applicable):	Course Number:	BAKG 1145
	Number of Credits:	4

Course Pre-requisites (if applicable):

Admission to the program, and BAKG 1141 (if in Combined Skills with ESL support program)

Course Co-requisites (if applicable):

PLAR (Prior Learning Assessment & Recognition) No Yes (details below):

Course Description:

In this course, students are guided through a practicum in VCC's own retail bakeshop, Seiffert Market. Students learn to bake frozen and scratch products and how a retail bakeshop operates. Topics include merchandising and customer relations.

Instructional Strategies:

Using an experiential learning approach, this course will also provide students with the opportunity to work independently and in cooperative teams to apply theory to practice and to reflect on their own performance and product outcomes. Group discussions are facilitated to reflect on processes, product outcomes, customer relations, and learning.

Course Learning Outcomes:

Students will be able to:

- Develop and execute seasonal and/or weekly themes for the bakeshop, including the creation of appropriate displays
- Organize and manage production and customer relations shifts for the bakeshop
- Bake and finish frozen and scratch products in a higher-volume setting
- Assist customers with product selection and packaging
- Liaise with all baking production labs and assist with the packaging and selling of products as needed
- Analyze and apply customer relation principles
- Plan and execute daily production list to efficiently and confidently meet specific production criteria
- Evaluate product outcomes according to the theoretical principles and processes governing their production
- Apply mathematical principles to calculate formulas according to product specifications
- Adhere to industry health and safety standards in the preparation, handling and storage of products
- Comply with shop safety practices during production
- Practice professional etiquette and personal hygiene during bakeshop and production shifts
- Work effectively as a team member during bakeshop and production shifts
- Implement principles of bakery management and merchandising for inventory and cost control

Program Learning Outcomes:

Upon completion of the program, students will be able to:

1. Adhere to industry health and safety standards in the preparation, handling and storage of baked goods
2. Comply with shop safety practices
3. Practice professional etiquette and personal hygiene as required by the food industry
4. Participate and communicate effectively as a team member
5. Implement principles of bakery management and merchandising for inventory and cost control
6. Plan and execute daily production lists to efficiently and confidently meet specific production criteria
7. Perform standard math functions to prepare baked goods
8. Prepare a variety of baked goods according to theoretical baking principles and processes which govern ingredient, methodology and environmental conditions
9. Evaluate product outcomes for consistency and accuracy in yield, flavor, texture and overall appearance according to product specifications and standards
10. Critically analyze and document performance to enhance comprehension and ongoing professional development

Evaluation/Grading System

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		B-

Components and Weighting of the Assessment/Evaluation Plan:

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Lab Work	70	Instructor observation of daily development, organization and adherence to safety and sanitation practices
Participation	20	Self and peer evaluation, instructor evaluation, punctuality, attendance
Assignments	10	Reflective journal online
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-		
	Total	100

Learning Environment/Type

Instruction Type	Hours Per Instruction Type	Comments
K - Shop/Teaching Kitchen	100	
-		
-		
Enter Total Hours	100	

Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

Course Topics and Sequence Covered:

Merchandising principles, bakeshop themes, customer service and relations, organization and management of production and customer relations shifts; mathematical conversions, application of baker's percentage; interpretation of formulas; correct use of tools & equipment; supporting team members; writing and executing daily production lists; critical analysis of product outcomes; recording observations of performance and development; punctuality; health and safety rules and regulations; application of inventory and waste management

VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at www.bctransferguide.ca.

FOR COMMITTEE USE ONLY

Date Approved by Education Council:		Date Approved by VCC Board (if applicable):	
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