

ACU COLLEGE OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

HON 415: LET'S EAT! EXPLORING THE FOOD INDUSTRY IN ABILENE

WEEKLY COLLOQUIUM: SEPTEMBER 2 – OCTOBER 7

FALL 2020

Instructors:	Dr. Sarah Easter Assistant Professor of Management College of Business Administration	Dr. Katie Wick Associate Professor of Economics College of Business Administration
---------------------	---	--

Email:	Sarah.easter@acu.edu	Katie.wick@acu.edu
---------------	--	--

"To educate students for Christian service and leadership throughout the world." – ACU Mission

"To educate business and technology professionals for Christian service and leadership throughout the world."

The COBA Mission Statement

Site/facilities: Mabee Business (MMB) Rm 116 and a variety of different Abilene restaurants

Course Description and Format: This interactive and hands-on colloquium is organized around visiting a variety of Abilene restaurants in order to introduce students to the business management and operation of different types of restaurant venues including: a recent local start up (Vagabonds), an established local landmark with a national recognition (Perini's Ranch), restaurant operations with multiple establishments (Sharon Riley's Lytle Land & Cattle and Sharon's Barbeque), a national franchise (Chick-fil-A) and a rising regional chain (Frios). In addition to experiencing a different restaurant each week, we will spend time in the classroom debriefing the visit including discussing and analyzing each restaurant from a variety of different business lenses (e.g., marketing, management, economics, sustainability) and talking about the venues in the context of the wider food industry. For the sixth and final night of the colloquium, we will focus on comparing and contrasting the different restaurants visited to look for common themes, distinctions, etc.

Prerequisites: None

Text: Readings/videos will be provided to students by the professors the Friday before the following Wednesday evening class session. Please read the articles and be prepared to discuss them during the following class session.

Tentative Schedule:

- September 2: Meet in MMB 116 - Introduction to Course and visit with Frios virtually
- September 9: Meet at Chick-fil-A south at 5 pm followed by debrief in MMB 116
- September 16: Meet in MBB 116 at 5 pm and visit with Vagabonds virtually
- September 23: Meet at Sharon's BBQ South at 5 pm
- September 30: Meet at Perini's Ranch at 5:15 pm followed by debrief on patio

- October 7: Student presentations (pre-recorded videos played in class)

Grade Composition: Your grade will be computed on the following basis:

Activity	Value
Engagement & Participation	50%
Final Presentation	50%

Grading System

Letter Grade	Semester Combined Average
A	90 or above
B	80 – 89
C	70 – 79
D	60 – 69
F	Below 60

Course Assignments and Policies:

Engagement and Participation

Participation is essential to the success of this learning experience and will be considered an important element in the evaluation process. This includes your active involvement in class discussions and restaurant visits (including asking at least three questions to restaurant owners/managers throughout the duration of the short course), having a good attitude, and completing all in-class assignments. A participation score will be awarded based on preparedness, attentiveness and appropriate contribution to discussion. Due to the compressed nature of the course, you are expected to be involved with each restaurant visit. Being late is unacceptable as these businesses are hosting us.

If you become ill, wonder if you need testing, or aren't sure about your health, visit <https://www.acu.edu/coronavirus.html>. This site will tell you what you do next regarding your health and COVID-19. If you have issues of any kind, please email us. We want to work with you. There will be alternative engagement and participation assignments to complete if you are not able to make it to class due to illness.

Final Presentation

Individually or in teams of 2-3, you will choose a restaurant (one not readily discussed within the colloquium) to analyze according to the business lenses discussed throughout the colloquium. Each student/team will then make a recorded video presentation on his/her chosen restaurant to the class, which will be shown to the class *on the sixth and final night of the colloquium*.