



Bergen Community College
 Division of Business, Arts, and Social Sciences
 Department of Business & Hotel/Restaurant Management

HRM 210 Specialty Cakes

Date of Most Recent Syllabus Revision: April 2018

Course Typically Offered: Fall ___ Spring ___ Summer ___ Every Semester ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: Nov., 2017

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: Specialty Cakes HRM 210

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course builds on the fundamental techniques of baking to create classical international and American-style cakes. Students will design and prepare cakes representing various occasions, from single layers to multi-tiers of different sizes and shapes. Further, each student will develop a menu, feasibility analysis, and marketing plan for a specific specialty cake business.

Hours: Lecture [1.00]. Lab [4.00].

3 credits

Prerequisites: HRM 110

Co-requisites: None

Cross Listed Courses: None

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Produce and assemble a variety of decorative single- and multi-layer cakes for different occasions
2. Apply various piping techniques
3. Prepare buttercreams, icings, fillings, and edible ornaments
4. Design cake menus, then develop selling prices for different types of clientele
5. Conduct a feasibility study and develop a marketing plan as needed to open a specialty cake business

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded lab participation, homework (individual), objective written tests, practical examinations and a marketing plan.

Course Outline and Calendar

Week	Date(s)	Topic	Chapters
1		Introduction to the Course; Cake Decorating Equipment Usage	
2		Basic Piping Skills	
3		Floral Piping Skills	
4		Modeling Ingredient Usage	
5		Single-Layer Specialty Cake Production	
6		Pastillage & Gumpaste Preparation I	
7		Pastillage & Gumpaste Preparation II	
8		Midterm Practical Examination	
9		Chocolate Handling & Preparation	
10		Miniature Cake Production	
11		Multi-Layer Specialty Cake Production I	
12		Multi-Layer Specialty Cake Production II	
13		Multi-Layer Specialty Cake Production III	
14		Final Practical Examination	
15		Final Presentation: Marketing Plan	

Notes to Students:

1 - Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.

2 – Your instructor will update you on test dates and assignments. Please continually log on to Moodle for announcements, reminders and updates.

3 – Please log on to Moodle for handouts that are not distributed in hard copy form. Please also check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

Course Content

Class time, office hours, and forum interaction will help play centerstage toward your success in this course.

Special Features of the Course

In addition to daily performance in the kitchen, use of learning technologies in the course (Internet, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Garrett, T. (2012). *Professional Cake Decorating, 2nd Edition*. Hoboken, N.J: Wiley. ISBN: 978-0-470-38009-3
gisslen prof baking 7th

Recommended

Greweling, P. (2013). *Chocolates and Confections: Formula, Theory, and Technique for the Artisan Confectioner, 2nd Edition*. Hoboken, N.J: Wiley. ISBN: 978-0-470-42441-4

Grading Policy

The grading system used for this course will combine the following

Quizzes	10%
Written assignments	10%
Daily Lab Performance	35%
Midterm Practical	10%
Final Practical	20%
Marketing Plan	<u>15%</u>
	100%

Attendance Policy

All students are expected to attend every scheduled meeting of each course in which they are registered. It is understandable there are times you may not be able to attend a session, or part thereof. In such cases, you are responsible for checking with the instructor, Moodle, classmates, etc. to be up to date on any work missed. You must also inform the instructor of any missed scheduled tests or presentations before class start time in order to request a make-up. Attendance will be kept by the instructor for administrative and counseling purposes. Assignments that are due by electronic submission are still due at the beginning of the scheduled class even if you are not present in class. A 5% per business day reduction will occur for late work submission, unless you had received an excused extension from your instructor before the assigned due date. (Ex. Monday to Tuesday = 1 business day)

Overall Kitchen Lab Class Participation (up to 10 performance points per session)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates during lecture and lab. As we proceed through the semester, there will be class discussions and practical tests on all of the major topics covered in the course. You are required to participate actively during all classes, and to remain in class the entire session. This includes logging on to Moodle for class announcements and being in touch with the class if you need to miss a class session.

"Professional" behaviors: To earn points for class participation, you must (1) attend class regularly in proper uniform, and be on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class preparations ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions and during the lab; (4) perform all in-class tasks; (5) apply proper sanitation and food preparation procedures appropriate to the menu; and (6) utilize frequently and actively the materials and facilities needed for your success in this course.

"Unprofessional" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) not adhering to proper uniform and appearance guidelines; (5) being inattentive to class lectures and lab demonstrations; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations, utilizing cell phones except when permitted for camera use, other distracting classroom antics such as chewing gum in class; careless treatment of food and equipment; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities provided for your success in the course.

Other College Policy Statements

Code of Student Conduct:

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.