

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: HCD 124 – Food Business Research and Planning

Department:

Chairperson or Course Coordinator: Dr. Mary-Pat Maciolek

Office Location: College Center 185

E-mail Address: mmaciolek@middlesexcc.edu

Telephone: 732-906-2538

Prerequisites: none

Co-requisites: none

Course Description: Explores entrepreneurial opportunities in the food industry, business trends, and how to conduct a feasibility study for a food business.

General Education Status:

Credits: 3.0

Lecture Hours: 3.0

Lab Hours: 0

Learning Outcomes:

Upon successful completion of the course, students will be able to

1. identify entrepreneurial opportunities in the foodservice industry.
2. establish a business plan for a foodservice operation.
3. collect and interpret demographic data related to the foodservice industry.

Course Content Areas:

A study of the restaurant industry, evaluating entrepreneurial opportunities and writing a feasibility study.