

08-32
Re-submitted as 6/a.
+b

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HRIM 406 Catering and Banquet Management

Instructor(s) of Record: Dr. Stephen B. Shiring

Phone: 7-2626

Email: sshiring@iup.edu

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Dr. Stephen B. Shiring has been instructed and tutored in distance education delivery by Dr. Mindy Wygonik, Instructional Design Center (IDC). He has worked with her individually and at workshops. This past summer has met with her for individualized instruction to write, design and adopt this catering course to an Online format. Dr. Shiring has been involved in the food service industry for nearly thirty years and has specific catering experience. He has taught HRIM 406 Catering and Banquet Management for the past 10 years. He is the primary author of the text Introduction to Catering: Ingredients for Success.

2. How will each objective in the course be met using distance education technologies?

For each of the following objectives, students are assigned a specifically designed learning module that includes assignments for reading the corresponding chapter from the assigned text book, instruction for review of the supplemental and complimenting PowerPoint presentations, and step-by-step instructions on completing a catering event management plan through the completion of a series of written assignments. The distance education technological application will include:

Objective 1: Analyze the market to identify different types of niche caterers and their clients.

The completion of Module One in which students will complete a self-assessment chart identifying their strengths and weaknesses to determine their appropriate type of catering business opportunities. Students will submit this chart and will receive feedback from the instructor.

Objective 2: Summarize the variables used by the client to select a caterer for social, corporate, On-premise, Off-premise, mobile catering and seasonal niche business.

Students will select a catering case described in Module Two. They will assess the variables used by a caterer in selecting a client. Students submit their selected case and will receive feedback from the instructor.

Objective 3: Appraise criteria a caterer relies on to select the right type of client and builds a customer base.

The completion of Module Three will guide a student in the completion of a check-list to assist in selecting the target market customer base. Students will receive feedback from the instructor.

Objective 4: Plan a catering event from identification of client needs: concept to implementation

The student will complete Modules Three through Nine. These modules include exercises on creating a time-line planning document and the completion of forms that guide a caterer in the stages from concept formulation to event implementation. Students will submit their work and receive feedback from the instructor.

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Objective 5: Evaluate market intermediaries and select suppliers based on predetermined factors.

The student will complete Module Five which includes the completion of a Market Purchase Order Form and Module Six used to select appropriate equipment for the catering event. Utilization of suggested Internet sources to collect information on catering equipment specifications is provided. Student will submit their work and receive feedback from the instructor.

Objective 6: Recognize risk associated with catering events: summarize insurance needs and identify related legal issues.

Students will write and submit a catering contract and will receive feedback from the instructor.

Objective 7: Formulate pricing strategies based on client needs.

By completing Online Module Seven, students will create and submit event price costing worksheets and pro-forma financial statements. Students will receive feedback from the instructor.

Objective 8: Write a catering proposal

Each student will write and submit a catering proposal based upon learned information in the module assignments. Students will receive feedback from the instructor.

Objective 9: Explain various catering and banquet management forms used by successful caterers.

By completing the Module 1 through Module 9, and accomplishing Objectives 1 – 9, each student will create and submit to the instructor a hard-copy catering management document using standard catering management forms. Students will receive feedback from the instructor.

3. How will instructor-student and student-student, if applicable, interaction take place?

The instructor-student and student-student interaction will be completed while centering on a case study application. Each student will select a case study written by the instructor to simulate a catering function. As the student progresses through the course, a series of student module work assignments will be used to reinforce the material through its application of catering management tasks to complete the case study. The student will be required to read the text materials, view the PowerPoint Presentations, and complete the each individualized module and participate in faculty-facilitated chat rooms to ensure student to student and faculty to student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the use of a case study application and quizzes. The student has the opportunity to select from one of five catering function scenarios (cases) written by and based on a “real world” function done by the instructor.

The student will progress through a series of nine module assignments designed by the instructor to simulate the typical catering management process used by all caterers in planning an event. Each module will guide the student independently through the seven catering management functions. The nine module assignments are supported by the content in the text *Introduction to Catering: Ingredients for Success*. The student will also have access to additional information the instructor has written to provide guidance in the completion of the case study. The supporting information includes PowerPoint files written to complement the text content, a catering manager event checklist designed to guide the student step-by-step in the completion of the seven catering management functions and finally, a series of catering forms (templates) created to provide step-by-step guidance in the entire process.

At the completion of each module, the student will submit the assignment to the instructor for evaluation. Each module assignment is evaluated using a rubric. After the instructor has evaluated the assignment, it will be returned back to the student with instructor-generated suggestions. The student will take each individual module assignment, make the recommended changes, and submit them again organized into a

catering manager's event report that will complete their final project assignment. In addition to the individual assignments and the final catering management report, the student will complete a quiz at the end of each module to test their comprehension of the material.

In summary, each student will read the assigned text, review the accompanying PowerPoint files, communicate with the instructor and classmates for clarification, apply what they have learned using templates and checklists to the planning of a catering event (case study) and take a quiz to measure content comprehension. At the conclusion of the course, the student will organize the individual module assignments into a catering manager event report which will be the final project.

5. How will academic honesty for tests and assignments be addressed?

The quizzes will be set up in Web CT in order to randomize the question and the answer stems so that no two students can see the same question in the same order. Each student will be engaged in their own individual catering project and I will have one-on-one input with each student monitoring their progress. Each student will have an individual interest in creating their own catering event using their own artistic abilities and interests.

Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)
 Negative

Signature of Department Designee Date

Endorsed: _____
Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)
 Negative

Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

comprehension. At the conclusion of the course, the student will organize the individual module assignments into a catering manager event report which will be the final project.

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Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] 10-6-08
Signature of Department Designee Date

Endorsed:

[Signature] 10-13-08
Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

Signature of Provost Date

Forward form and supporting materials to Associate Provost.

SYLLABUS OF RECORD

I. Catalog Description

HRIM 406 Catering and Banquet Management

variable

var-3cr

Prerequisite: HRIM 313, majors only; chef's uniform and wait-staff attire required

Profitable organization, preparation, and service of catered events in both on-and off-premise locations are the main emphases. Requires meeting times other than listed in order to meet course objectives.

II Course Outcomes:

Students will be able to:

1. Analyze the market to identify different types of niche caterers and their clients.
2. Summarize the variables used by the client to select a caterer for social, corporate, On-premise, Off-premise, mobile catering and seasonal niche business.
3. Appraise criteria a caterer relies on to select the right type of client and builds a customer base.
4. Plan a catering event from identification of client needs: concept to implementation
5. Evaluate market intermediaries and select suppliers based on predetermined factors.
6. Recognize risk associated with catering events: summarize insurance needs and identify related legal issues.
7. Formulate pricing strategies based on client needs.
8. Write a catering proposal.
9. Explain the various catering and banquet management forms used by successful caterers.

III. Course Outline

A. Types of Catering

(3 hours)

1. Catering Segments

2. Exclusive Catering Rights

3. Home-based Caterers

- B. The Caterer and the Client (3 hours)
 - 1. Why Clients decide on a Caterer
 - 2. Deciding to Book the Event
 - 3. Types of Catering
- C. Establishing a Catering Niche (3 hours)
 - 1. Who is the Caterer?
 - 2. Growing the Business
 - 3. Mission and Purpose
- D. Choosing the Client (3 hours)
 - 1. Creating a Customer Base
 - 2. Upgrading the Event
 - 3. Writing a Proposal
- E. Exam 1 (1 hour)
- F. Catering Management Task: Planning (3 hours)
 - 1. Formulating a Catering Plan
 - 2. Barriers to Planning
 - 3. Hazardous Analysis Critical Control
- G. Catering Management Task: Operations (3 hours)
 - 1. Operational Tasks
 - 2. Menu Design
 - 3. Flow of Food
- H. Catering Management Task: Organizing the Event (3 hours)
 - 1. Market Intermediaries
 - 2. Procurement
 - 3. Inventory Management
- I. Exam 2 (1 hour)
- J. Furniture, Fixtures & Equipment (3 hours)
 - 1. Equipment & Design Considerations
 - 2. Equipment Storage
 - 3. Work Stations
- K. Catering Management Task: Implementing (3 hour)
 - 1. Service Considerations & Styles
 - 2. Physical Facility Arrangement
 - 3. Creating an Employee-Supportive Culture

- | | | |
|----|--|-----------|
| L. | Catering Management Task: Controlling
1. The Financial Component
2. Pricing the Event
3. Control Techniques | (3 hours) |
| M. | Catering Management Task: Insurance and Legal Issues
1. Risks Management
2. Insurance Services Officer (ISO)
3. Contracts | (3 hours) |
| N. | Exam 3 | (1 hour) |
| O. | Total Quality Management (TQM)
1. The Management System
2. Continuous Improvement
3. Relationship between TQM & Success | (3 hours) |
| P. | Emerging Benchmarks and Trends
1. Reinventing the Catering Profession
2. Global Marketplace
3. Professional Development | (3 hours) |
| Q. | Culminating Activity
1. Comprehensive Final Exam – During Final Exam Week | (2 hours) |

IV Evaluation Methods

The final grade for the course will be based on the following:

- 65% TESTS. Three tests – during the term. Each test will consist of multiple choice, completion, short essay, true-false and problem format
- 25% Comprehensive Final – administered during the final exam week, will consist of multiple choice, completion, short essay, true-false and problem format
- 10% Student Participation
- 100%

V. Example Grading Scale

- A = 90% to 100%
- B = 80% to 89%

C = 70% to 79%
D = 60% to 69%
F = below 59%

VI. Attendance Policy

Although there is no formal attendance policy for this class, student learning is enhanced by regular class attendance and participation in class discussions. Attendance and class participation is recorded by the instructor. The instructor recognizes students' needs to miss class because of illness or personal emergency.

VII. Required Textbook

Shiring, S.S., Jardine, R. W., & Mills, R., Jr. (2001). *Introduction to catering: Ingredients for success*. United States: Thompson Delmar Learning.

VIII. Special Resource Requirements

None

IX Bibliography

Dittmer, P.R., & Keefe, J., III. (2005). *Principles of food, beverage, and labor cost controls* (8th ed.). New Jersey: John Wiley & Sons.

Feinstein, A. H., & Stefanelli, J. (2004). *Purchasing*. New Jersey: John Wiley & Sons, Inc.

Hanson, B., & Thomas, C. (2005). *Off-premise catering management* (2nd ed.). New Jersey: John Wiley & Sons, Inc.

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Lewis, R. (2005). *The foodservice and purchasing specification manual student edition*. New Jersey: John Wiley & Sons, Inc.

Lynch, F. T. (2004). *The book of yields: Accuracy in food costing and purchasing* (6th ed.). New Jersey: John Wiley & Sons, Inc.

Miller, J. E., Dopson, L. R., & Hayes, D. K. (2004). *Food and beverage cost control* (3rd ed.). New Jersey: John Wiley & Sons, Inc.

National Restaurant Association Educational Foundation. (2006). *Servesafe' coursebook*. New

Jersey: John Wiley & Sons, Inc.

North American Meat Processors Association (NAMP). (2006). *The meat buyer's guide*. New Jersey: John Wiley & Sons, Inc.

Paster, T. (2006). *The haccp food safety training manual*. New Jersey: John Wiley & Sons, Inc.

Scanlon, N. L. (2006). *Catering management (3rd ed.)*. New Jersey: John Wiley & Sons, Inc.

Styler, S. (2006). *Working the plate: The art of food presentation*. New Jersey: John Wiley & Sons, Inc.

Thomas, C. (2006). *Melissa's great book of produce*. New Jersey: John Wiley & Sons, Inc.

ONLINE SYLLABUS

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5. Evaluate market intermediaries and select suppliers based on predetermined factors.
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7. Formulate pricing strategies based on client needs.
8. Write a catering proposal.
9. Explain the various catering and banquet management forms used by successful caterers.

III. Course Outline

Module One

(7 hours)

- A. Chapter 1 Types of Catering
 1. Catering Segments
 2. Exclusive Catering Rights
 3. Home-based Caterers
- B. Chapter 2 The Caterer and the Client
 1. Why Clients decide on a Caterer

- 2. Deciding to Book the Event
 - 3. Types of Catering
 - C. Chapter 3 Establishing a Catering Niche
 - 1. Who is the Caterer?
 - 2. Growing the Business
 - 3. Mission and Purpose
 - D. Quiz
 - 1. Chapters 1, 2, 3
 - E. Activity
 - 1. Complete Table 1
- Module Two**
- A. Chapter 4 Choosing the Client (3 hours)
 - 1. Creating a Customer Base
 - 2. Upgrading the Event
 - 3. Writing a Proposal
 - B. Quiz: Chapter 4
 - C. Activity
 - 1. Select catering function
 - 2. Complete event proposal
- Module Three** (6 hours)
- A. Chapter 5 Overview of Seven Functions of Catering
 - 1. Planning, Operations, Equipment
 - 2. Implementing & Controlling
 - 3. Insurance & Legal Issues
 - B. Chapter 6 Catering Management Task: Planning
 - 1. Formulating a Catering Plan
 - 2. Barriers to Planning
 - 3. Hazardous Analysis Critical Control
 - C. Quiz: Chapters 5 & 6
 - D. Activity: Complete the following
 - 1. Catering Manager's Checklist Form A
 - 2. Time-Line Planning Form B
- Module Four** (6 hours)
- A. Chapter 7 Catering Management Task: Operations
 - 1. Operational Tasks
 - 2. Menu Design
 - 3. Flow of Food
 - B. Quiz: Chapter 7
 - C. Activity: Complete the templates/forms
 - 1. Menu Development -Form D
 - 2. Menu Item Recipe - Form E
 - 3. Menu Pricing & Recipe Conversion – Form F
 - 4. Portion Control – Form G
 - 5. Event Menu Production Control – Form H
- Module Five** (3 hours)

- A. Chapter 8 Catering Management Task: Organizing the Event
 - 1. Market Intermediaries
 - 2. Procurement
 - 3. Inventory Management
 - B. Quiz Chapter 8
 - C. Activity
 - 1. Complete the Market Purchase Order Form I
- Module Six (5 hours)**
- A. Chapter 9 Equipment
 - 1. Equipment & Design Considerations
 - 2. Equipment Storage
 - 3. Work Stations
 - B. Chapter 10 Catering Management Task: Implementing
 - 1. Service Considerations & Styles
 - 2. Physical Facility Arrangement
 - 3. Creating an Employee-Supportive Culture
 - C. Quiz: Chapter 9 & 10
 - D. Activity: Complete the following templates/forms
 - 1. Concept & Theme Control Table Top Design – Form J
 - 2. Concept & Theme Control – Form K
 - 3. Event Control Uniform/Costume Apparel – Form L
 - 4. Event Control – Form M
- Module Seven (3 hours)**
- A. Chapter 11 Catering Management Task: Controlling
 - 1. The Financial Component
 - 2. Pricing the Event
 - 3. Control Techniques
 - B. Quiz Chapter 11
 - C. Activity: Complete the following templates/forms
 - 1. Event Cost-Pricing Worksheet – Form N
 - 2. Event Cost-Pricing Worksheet – Form O
 - 3. Event Pro-Forma Profit and Loss Worksheet – Form P
- Module Eight (3 hours)**
- A. Chapter 12 Catering Management Task: Insurance and Legal Issues
 - 1. Risks Management
 - 2. Insurance Services Officer (ISO)
 - 3. Contracts
 - B. Quiz: Chapter 12
 - C. Activity: Complete the Catering Contract – Form O
- Module Nine (6 hours)**
- A. Compile a Catering Manager’s Report
 - B. Activity: Complete Catering Manager’s Form - R

IV Evaluation Methods

The final grade for the course will be based on the following:

Module 1

Quiz: Chapters 1, 2, 3 (10 point quiz per chapter) 30 points

Activity

Complete Table 1 25 points

Module 2

Quiz: Chapter 4 10 points

Activity

1. Select catering function 15 points

2. Complete event proposal 15 points

Module 3

Quiz: Chapters 5 & 6 (10 point quiz per chapter) 20 points

Activity

Complete the following

1. Catering Manager's Checklist Form A 25 points

2. Time-Line Planning Form B 25 points

Module 4

Quiz: Chapter 7 10 points

Activity

Complete the templates/forms

1. Menu Development -Form D 20 points

2. Menu Item Recipe - Form E 20 points

3. Menu Pricing & Recipe Conversion – Form F 20 points

4. Portion Control – Form G 20 points

5. Event Menu Production Control – Form H 20 points

Module 5

Quiz Chapter 8 10 points

Activity

Complete the Market Purchase Order Form I 20 points

Module 6

Quiz: Chapter 9 & 10 (10 point quiz per chapter) 20 points

Activity

Complete the following templates/forms

1. Concept & Theme Control Table Top Design – Form J 20 points

2. Concept & Theme Control – Form K 20 points

3. Event Control Uniform/Costume Apparel – Form L 20 points

4. Event Control – Form M 20 points

Module 7

Quiz Chapter 11 10 points

Activity

Complete the following templates/forms

1. Event Cost-Pricing Worksheet – Form N 20 points

2. Event Cost-Pricing Worksheet – Form O	20 points
3. Event Pro-Forma Profit and Loss Worksheet – Form P	20 points
Module 8	
Quiz: Chapter 12	10 points
Activity	
Complete the Catering Contract – Form O	20 points
Module 9	
Complete the Catering Manager’s Report Form R	100 points
Total Points	605 points

V. Example Grading Scale

- A = 90% to 100%
- B = 80% to 89%
- C = 70% to 79%
- D = 60% to 69%
- F = below 59%

VI. Required Textbook

Shiring, S.S., Jardine, R. W., & Mills, R., Jr. (2001). *Introduction to catering: Ingredients for success*. United States: Thompson Delmar Learning.

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HRIM 406 Catering and Banquet Management
Module Two Assignment

- A. Read Chapter Four: *Choosing Your Client* in the text *Introduction to Catering: Ingredients for Success* pages 67- 90.
- B. Review Chapter Four's key terms
- C. Review the PowerPoint file which accompanies the fourth chapter of the text book. This file is entitled: *Choosing Your Client*.
- D. Review the End-of-the-Chapter questions (page 89) after reading the chapter and reviewing the PowerPoint files.
- E. Take the Quiz on Chapter Four
- F. Complete the Activity

Objectives

1. Explain how a caterer can build a solid customer base using specific prospecting strategies.
2. Explain the details of a catering proposal.
3. Explain why the planned growth of a catering company is achieved through a conscientious building of satisfied customers and the accomplishment of a caterer's financial objectives.
4. Explain why a caterer may refuse to work for a particular client.
5. Define the difference between a client's needs, wants, and demands.

Activity

Congratulations! You are now a caterer. Based on the Module One skills assessment, you have identified whether you are interested in on-premise, off-premise, social or corporate catering. Your first event is just a short time away!

Your assignment, for Module Two, is to select a catering function from the following list of events. The purpose of this assignment will be to guide you through the seven functions or tasks all caterers must do in order to efficiently and effectively execute the event (Chapter 5). After selecting the catering function, you will then complete the proposal based on the information obtained from the function selected.

Step one – select the event

Step two – complete the proposal

First

Your first task is to select one of the following functions that you would like to create a catering plan for. Over the remaining weeks in this course, your task will be to write a plan to execute this catering function. By completing a series of module assignments and forms which are designed to guide you in each step of the planning process, you will complete the tasks necessary to implement this catering function.

The remainder of this course will guide you by using a series of forms or templates. As you plan your event and complete these forms, you will also need to make assumptions or assume additional information to help you complete the assignment. Some of these assumptions include:

1. You set the price per person based upon what you believe the menu and related services for the event should cost. No price restrictions on this assignment.
2. No food, ingredient or menu restrictions
3. Each event is 90 days or approximately 3 months away from the implementation date
4. You can plan each event using a theme, if desired. For example, the high school graduation party, Case C can be wrapped around a Fourth of July Celebration adhering to a patriotic theme.
5. See the file titled “Tips of the Trade” on the WebCt site for additional information to help guide you in the sequence of planning this event.

CASE STUDY CATERING FUNCTIONS

Select one of the following catering function events

A. CORPORATE OFF-PREMISE CATERING FUNCTION

(Introduction to Catering: Ingredients for Success, page 40)

Event Summary

This event is a corporate-sponsored event for 1500 employees, family and friends.

The American Steel Corporation is holding its annual employee recognition day at the local amusement park on a Saturday in August. The employee, their families and guests will attend the amusement park, ride the rides, and swim at the water park. The amusement park opens at 10:00 am and will close at 11:00 pm.

In conjunction with the annual employee day at the amusement park, American Steel Corp. also sponsors a barbeque dinner for all attending this event. In addition, this year's event coincides with American Steel Corp's 50th anniversary of continuous operation. The contact person for this event is the American Steel Corp's event planner, Ms. Laura Wagner. Her contact information is as follows:

Phone number is 724-76S-TEEL

Email: lwagner@amsteel.com

Address: 814 Allegheny Avenue, USA 15550

The guest forecast, based on the previous five-year records, indicates the following the following demographic mix:

60% of the guests are aged 40 and older

25% are aged 20 – 39

10% are aged 12 – 19

5% are aged 11 and younger.

Pavilion Area

The corporate planner wants the food served buffet style. The guests will be served from the amusement park's picnic pavilion area. Guests will be instructed to return to the pavilion area between the hours of 4:00 – 6:00 pm to eat. Each pavilion is under roof, has four open-screened sides, and seats 500 guests on long picnic-style tables. Guests are protected if it rains. The park has 10 pavilions; however, these must be reserved in advance. There is no rental fee for the use of the pavilion(s) for corporate/community days held at the amusement park. Each pavilion is numbered one through ten. Each pavilion has a potable water source. Sufficient bathrooms are located to service the pavilion area. The pavilions are available from 10:00 am until the park closes at 11:00 pm, however all must exit the park, even staff and caterers, at midnight.

Price

American Steel Corp. offers each employee the opportunity to purchase a reduced-price ticket to gain access to the park. For each ticket purchased, the employee will also receive one meal ticket. American Steel Corp subsidizes each ticket as an employee benefit. The tickets are purchased from Ms. Laura Wagner in the corporate office. The corporation will pay the caterer for the food and beverage, as a benefit to the employee.

There is no restriction on what you can charge, however, if you execute this right, you most likely can become the primary caterer for this corporation. You will be invited to cater next year's picnic as well as other corporate events this company will have over the course of a year (holiday parties, employee seminars, management meetings – see Introduction to Catering: Ingredients for Success “TIPS FROM THE TRADE, page 37). Ms. Laura Wagner will issue payment for the event directly based on terms of the agreement.

Food Production

For this job, all food, supplies, cooking and service equipment must be brought to the amusement park by the caterer. Your travel distance is two hours from your commissary location. As the caterer, you are permitted to prepare the food in the amusement park pavilion area, prior to service. Each of the park's pavilions has an adjacent charcoal grill, but these are small. You most likely will want to barbeque the food at the site. People love to see a caterer in action cooking the food over the charcoal pits.

Therefore, you will need to build your charcoal pits near each pavilion from which you will be serving from. A word of caution, make sure the charcoal pits are off-limits to all guests attending the amusement park. As part of your diagramming, you will certainly want to draw a diagram of the pits (see Figure 7-8, page 181, Introduction to Catering: Ingredients for Success).

All trash must be placed in garbage bags and assembled near the northern end of the pavilion area for removal by the park staff.

Special consideration

First aid kit, burn ointment and a fire extinguisher is recommended. Sun screen or lotion helps protect employees working outdoors. Large brimmed logo hats are a good idea. You will feed your staff as well.

Suggestion to planning your event

To control the flow of guests and the time they want to eat, you may want to coordinate with the event planner the distribution of meal tickets. Each guest must present one meal ticket to gain access to start their entry to the buffet meal. You can color code the meal ticket to correspond to the time of service. For example, a holder of a blue ticket is served from 4:00 – 5:00 pm, a red ticket from 5:00 – 6:00 pm and a yellow ticket from 6:00 – 7:00 pm. Thus, you can serve three shifts of 500 guests per shift. At the conclusion of the event, you can count the tickets to determine an accurate number of guests served.

B. CORPORATE CLIENT ON-PREMISE FUNCTION
(Introduction to Catering: Ingredients for Success, page 40)

Event Summary

This event is a corporate-sponsored holiday event for 125 employees.

The USA Bank will hold its corporate holiday party (the third Saturday in December) for 125 senior staff members at your on-premise catering hall. The Food will be served American service. The event is being held in the Northeastern United States. Weather is always a concern at this time of the year. The contact person for this event is Ms. Julie Schmeal, the corporate president's secretary. The holiday meal will begin at 6:00 pm. The bank will reserve the banquet room from 5:00 pm through 10:00 pm. Ms. Schmeal wants you to have Santa & Mrs. Claus make an appearance after dinner to distribute gifts. She will bring the gifts, already wrapped with name tag, to the event. Santa can retrieve the gifts, put them into his bag, and distribute them after dinner. You might suggest having a dessert reception following dinner, a perfect time for Santa to mingle with the guests.

The contact person for this event is Ms. Julie Schmeal. Her contact information is as follows:

Phone number is 664-47B-KUSA
Email: jschmeal@bankusa.com
Address: 776 Patriot Lane, USA 17760

The guest forecast, based on the staff records, shows the following demographic mix:

70% of the guests are aged 50 and older
20% are aged 39 - 49
10% are younger than 38.

Catering Facility/Banquet Hall

Your catering facility has a banquet capacity of 1200 people. This facility can be partitioned into smaller rooms to accompany various-sized functions. In addition, you can have multiple events scheduled on the same day and at the same time, due to the large facility. Your banquet hall has a full production kitchen, portable bars, portable dance floors, and the in-house equipment to comfortably serve 1500 guests simultaneously. The facility also has sufficient parking space to accommodate your guests.

Price Considerations

Bank USA will issue payment directly to you according to the contract agreement. The bank will pay the entire cost of the event, which includes food, beverages, and the appearance of Santa & Mrs. Claus. You may want to ask if they desire some other form of complimentary entertainment. This event has no price restrictions.

C. SOCIAL OFF-PREMISE FUNCTION

(Introduction to Catering: Ingredients for Success, pages 41 – 44)

Event Summary

This high school graduation party begins at 5:00 pm for the class valedictorian, Malinda Medium and her family and friends. Of the 200 guests attending, 70% adults, 20% high school kids and 10% aged ten and younger. The event will be held at the home of the graduate the Saturday before the 4th of July. Food served buffet style. Although the party begins at 5:00 pm, there is not a scheduled time for the event to end. However the event should be over by 10:00 pm. The food will be served at 6:00 pm. The contact person for this event is the mother of the graduate, Matt Medium.

Location

The home of the graduate is relatively modest-sized. The father prefers to keep all of the guests out of his house utilizing their yard and garage area. The yard is large enough to accommodate those attending and the two car garage is of sufficient size for serving the food from the buffet tables or to use as a food prep area.

The caterer will not be permitted to use the kitchen area in the home. Guest will be permitted to use the bathrooms located in the finished basement and first-level of the home. Access to the bathrooms can be made using the cellar entrance or the first-floor entrance. The father and mother will have the home and subsequent areas cleaned and ready for use by the caterer on the day of the event. Due to concerns of heat and/or rain at this time of the year, the caterer may want to discuss the rental of a tent to be placed in the yard to provide protection from the weather. Tents can be provided with air conditioning units. In addition, portable bathroom units can be rented. The yard is 60 feet x 90 feet.

Your commissary is located 3 miles from this location. The home address is 1912 White Star Drive, USA 19866

Contract information is as follows:

Email – mmedium@scenicexp.org

Phone – 876-439-2750

Price Considerations

The parents of the graduate will pay for the food. Although no specific details of the event have been discussed, you will have some options. First, you can prepare the food and just “drop it” at the site. Second, you can prepare, deliver and serve the food to the guests. Just dropping off the food and having the guests serve themselves will keep the price down. The parents would need to coordinate the cleanup of the event.

D. SOCIAL ON-PREMISE FUNCTION
(Introduction to Catering: Ingredients for Success, pages 41 – 44)

Event Summary

A couple's golden wedding anniversary (50th) will be a surprise to them party to celebrate with children, family and friends this wonderful anniversary. The event will be held in a social organization's banquet room. This event will host 300 people and will begin at 5:00 p.m. Food served buffet style will begin at 6:30 pm. The event will most likely conclude by 10:00 pm. A professional photographer is needed to capture on film this important event. The contact person for this event is the oldest child, James Jr. The guests will include 45% aged 60 and older, 25% approximately aged 40 – 59 years old, and 20% aged 20 – 39, and 10% younger than 12.

The contact information is as follows:

James Ping Jr.
Address is 621 Fifth Avenue, USA 16888
Email – jping@fifth.com
Phone – 724-887-9087

Location

This event will be held in a social organization's banquet room. The family, which is comprised of the parents, four sons and two daughters, are members of this organization. The banquet room is located on the second floor of the building. The building has one elevator. The banquet room is large enough to accommodate 600 people. There is no production kitchen. However, a small prep area is available. There is a need to reserve the room prior to the event and a small refundable deposit (\$75) for the rental is required. Since this is a surprise celebration, all communication between the caterer and the oldest son of the family is required. The oldest son will take care of reserving the room and paying the room deposit directly to the social club prior to the event. The social club has a parking area which should be adequate for the guests to park their cars. Remember, however, the social club's bar and social rooms, located on the first floor, will be opened during the event.

Price Considerations

The children of the couple celebrating their wedding anniversary will pay for this event. The payment will be

E. SOCIAL OFF-PREMISE FUNCTION
(Introduction to Catering: Ingredients for Success, pages 41 – 44)

Event Summary

Traveling to the National Boy Scout Jamboree at Fort A.P. Hill Virginia, a boxed lunch for 80 Boy Scouts (80% are aged 16 – 18 years old; 10% are aged 14 & 15 and 10% are aged 12 – 14) and 20 adult leaders (aged between 40 and 60 years old) and the driver of the bus (aged 45) is needed (101 total lunches). The contact person for this event is the Jamboree Contingent Scout Leader., Scoutmaster Joe Rustick.

His contact information is as follows:

Address – 470 Scout Lane, USA, 14446

Email – jrusic@scout.bsa

Location

The scouts will be departing for the Jamboree from their council Boy Scout camp at 6:30 am. The scout camp is located in a rural area and is 20 miles from your commissary. The meals will be served at noon during a scheduled rest stop. The scouts and leaders have 45 minutes to eat their meal, use the rest room facilities, and talk with their friends, before boarding back on the bus to continue the trip. The caterer must have 101 boxed lunches at the scout camp no later than 5:30 am and must ensure they are loaded on the bus for proper transport.

The departure site, the Boy Scout camp, comfortably houses 300 scouts and leaders during a typical camping week in the summer. The camp has a modernized kitchen and dining facility. The kitchen area has adequate dry, refrigerated and frozen food storage areas. The food production area is equipped with professional food production equipment. It was recently remodeled. On the departure date for the Jamboree trip, the scout camping season will have concluded and the camp will not be occupied.

Price

The price for the Jamboree trip for each scout includes transportation and all meals. The price of each boxed lunch is part of the overall scout's fee to attend this event. The Boy Scout Council has allocated money for the cost of each boxed lunch. The caterer will not be responsible for providing a beverage.

Select the function

The catering event I have selected is _____ and the reason(s) why I selected this event is....

The Proposal

(Introduction to Catering: Ingredients for Success, Figure 4-8, pages 85- 85)

A proposal is a communication tool used to effectively inform and educate the prospective client of everything the caterer can do for them during the particular event. The written proposal must communicate how the caterer intends to eliminate the client's concern about the implementation and successful execution of their function. It must realistically communicate how the caterer can exceed their needs.

The proposal is a detailed document. It must list everything the caterer will do. Every detail, from the beginning of the event to its concluding activity, either at the caterer's facility or at an off-premise facility, must be stated. The proposal communicates to the client a first-impression image of the caterer, and information it provides is used by the customer when choosing a caterer.

Complete the following proposal using information known to you at this time. The next module, Module Three will begin the planning stages and menu development for the event. You will be able to return to the proposal and complete those areas left blank as you move through the future modules.

BASIC PROPOSAL – FORM C

(Introduction to Catering: Ingredients for Success, Figure 4-8, pages 85- 85)

Organization's Name _____
Client's Name _____
Day _____ Date _____ (function's day & date of execution)

DEADLINE OR DUE DATE

Purpose of Function _____ Theme _____
Function _____ (wedding, birthday, picnic, family reunion)
Address _____
Direction/Location _____ City _____
State/Zip _____
Phone _____ Fax _____
Email _____
Method of Payment _____ (cash, credit card, check, barter, other)
Party making the payment _____ (e.g., wedding—bride/groom's family, social event—Elizabeth 50% + Samantha 50%, celebration—Stephen 100%)

Uniform Requirements

Wait staff _____ Food Production _____ Beverage Service _____
Other _____
Special Request _____ (e.g., Tammie's birthday, Bill & Joyce's anniversary)
Starting and Ending Time _____ (exact starting and ending time)
Location _____ (exact location of function, directions)
Approximate Number of Guests _____ (best estimate, based on historical data)
Minimum Number Expected _____ (minimum guest count for this event)
*Final guarantee number will be charged unless adjusted prior to 1:00 P.M. on _____ (last day for guest to adjust final count without penalty)

Menu Requirements (All menu details as agreed upon with client)

Price Per Guest: \$ (_____) (If quote per person, amount specified in this contract)
All food and beverage subject to (_____ %) sales tax and (_____ %) service charge.
Entree and Sides _____ (exact menu, portion size)
Service Style _____ (explicit description of service responsibilities)
Beverage Service _____ (nonalcoholic and alcoholic beverages and service)
Set up Requirements _____ (any special requests, floor plan, and seating chart)
Chefs—a flat \$(_____) labor charge will be assessed for each Chef required for buffet-line carving stations.

Other Services

Linen and Napkins _____

Skirting Requirement _____

Style of Plateware _____

Style of Silverware _____

Style of Glassware _____

Table Requirements _____

Chair Requirements _____

Tent Requirements _____

Audiovisual _____

Florist _____

Photographer _____

Special Decorations and Service (e.g., ice sculptures, hand-carved centerpieces, individualized flower arrangements, and thematic decorations).

Security _____

Valet Parking _____ Time _____

Guests _____

Entertainment _____

Weather Forecast _____

Update _____

HRIM 406 Catering and Banquet Management
Module 2 Assignment
Evaluation Rubric
30 points

NAME _____

Criteria Score	Score	Your
Section 1 Identify the catering function you have selected.....10 points Write a brief rational as to why you selected this function.....10 points Section 2 Complete the basic proposal document.....10 points		
Total	30	
Deduction for each day the assignment is late.....5 points		