

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		08-616	App-3/17/09	App-4/28/09

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Dr. Stephen B. Shiring	Email Address Shiring
Proposing Department/Unit Hospitality Management	Phone X7 - 2626

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

**1. Course Proposals (check all that apply)**

New Course                       Course Prefix Change                       Course Deletion  
 Course Revision                       Course Number and/or Title Change                       Catalog Description Change

HRIM 406 Catering and Banquet Mgmt.	HRIM 346 Catering for Special Events
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>

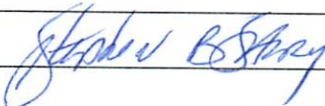
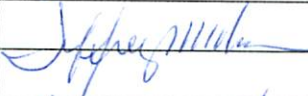
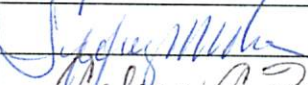
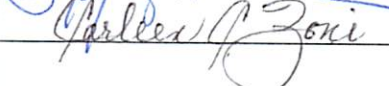
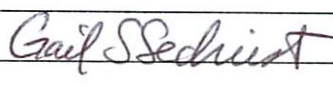
**2. Additional Course Designations: check if appropriate**

This course is also proposed as a Liberal Studies Course.                       Other: (e.g., Women's Studies, Pan-African)  
 This course is also proposed as an Honors College Course.

**3. Program Proposals**

New Degree Program                       Program Title Change                       Program Revision  
 New Minor Program                       New Track                       Other  
 Catalog Description Change

<i>Current program name</i>	<i>Proposed program name, if changing</i>
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4. Approvals		Date
Department Curriculum Committee Chair(s)		12/11/08
Department Chair(s)		2-20-09
College Curriculum Committee Chair		2-20-09
College Dean		2-27-09
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		3-17-09

\* where applicable

Received 1

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Liberal Studies

## **Format for Course Revisions**

### **Part I. Curriculum Proposal Cover Sheet**

### **Part II. Description of the Curriculum Change**

1. New syllabus of record, including catalog description with course title, number of credits, class and lab hour designation\*, prerequisites, an appropriately written course description, and an updated bibliography.

2. A summary of the proposed revisions.

The proposed revision includes a change in the course name, number, prerequisite, content, and evaluative requirements.

3. Justification/rationale for the revision.

The course name is being changed to align the catering management function to the emerging special event market. The course number and prerequisite are being changed from HRIM 406 to HRIM 346 so as to position the course earlier in a student's academic career. The revised content updates, strengthens, and streamlines information and is based on the professional caterer's specific management tasks and current industry needs.

4. The old syllabus of record.

5. Liberal Studies course approval form and checklist (if appropriate)

Not appropriate to this revision

### **III. Letters of Support or Acknowledgement**

Attach letters from interested or affected departments/programs. (See page 3 for guidelines.)

No other department is affected by this revision.

## NEW SYLLABUS OF RECORD

### I. Catalog Description

HRIM 346 Catering for Special Events

3 class hours

0 lab hours

3 credits

3c-01-3cr

Prerequisite: HRIM 313 Food Production and Service, equivalent, or by permission

A practical understanding of the management tasks of a caterer and their relationship to the Special Event Industry.

### II Course Outcomes:

Students will be able to

1. Analyze the special event market to identify types of niche caterers and their clients.
2. Evaluate variables used by the client to select a caterer for social, corporate, on-premise, off-premise, mobile catering, and seasonal niche business.
3. Appraise the criteria a caterer uses in the selection of the client.
4. Differentiate various types of special event parties, functions, and banquet service styles.
5. Identify catering serviceware, including chinaware, flatware, glassware, serving pieces, and accessories.
6. Understand the relationship between the catering function and the layout/location of the kitchen/commissary.
7. Summarize the types of furniture, room layouts and design specifications for various catered event types.
8. Identify risks associated with catering events and summarize insurance needs.
9. Explain the use of a catering proposal and the importance of a contract.
10. Describe the use of outsourcing services commonly used by 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 special 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
  
- E. Choosing the Client (3 hours)
  - 1. Creating a customer base
  - 2. Upgrading the event
  - 3. Writing a proposal
  
- F. Exam 1 (1 hour)
  
- G. Catering Management Task: Planning (3 hours)
  - 1. Formulating a catering plan
  - 2. Time-line planning
  - 3. Hazardous analysis critical control
  
- H. Catering Management Task: Operations (3 hours)
  - 1. Operational tasks
  - 2. Menu design and pricing
  - 3. The Catering Kitchen: flow of food
  
- J. Catering Management Task: Organizing the Event (3 hours)
  - 1. Market intermediaries
  - 2. Procurement
  - 3. Inventory management

K.	Exam 2	(1 hour)
L.	Furniture, Fixtures & Equipment	(3 hours)
	1. Equipment and design considerations	
	2. Equipment storage and transportation	
	3. Work stations	
M.	Catering Management Task: Implementing	(3 hours)
	1. Service considerations and styles	
	2. Physical facility arrangement	
	3. Event requirements	
N.	Catering Management Task: Controlling	(3 hours)
	1. The financial component	
	2. Pricing the event	
	3. Control techniques	
O.	Catering Management Task: Insurance and Legal Issues	(3 hours)
	1. Risk management	
	2. Insurance services officer (ISO)	
	3. Contracts	
P.	Exam 3	(1 hour)
Q.	Outsourcing Services	(3 hours)
	1. Music and entertainment	
	2. Transportation	
	3. Florist and photography	
R.	Emerging Benchmarks and Trends	(2 hours)
	1. Reinventing the catering profession	
	2. Global marketplace	
	3. Professional development	
S.	Exam 4	(1 hour)
.	Final Exam During Final Exam Week	

1. Submission of the catering management report

**IV. Evaluation Methods**

The final grade will be determined as follows:

- 50% Four Exams. Each exam may consist of multiple choice, completion, short essay, true-false, and problem format.
- 50% Catering Management Report. Each student will complete a catering management report based on a case study provided by the instructor simulating a catering function. The instructor will provide a template of catering forms for student use.

**V. 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, supplemental books and readings**

Mattel, B. (2008). *Catering: A guide to managing a successful business operation*. New Jersey: John Wiley & Sons, Inc.

**VIII. Special resource requirements**

None

**IX. Bibliography**

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

Feinstein, A. H., & Stefanelli, J. (2007). *Purchasing*. New Jersey: John Wiley & Sons, Inc.

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

Katsisgris, C., & Thomas, C. (2006) *The bar and beverage book*. New Jersey: John Wiley & Sons, Inc.

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 (6<sup>th</sup> ed.)*. New Jersey: John Wiley & Sons, Inc.

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

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

## **OLD SYLLABUS OF RECORD**

### **I. Catalog Description**

HRIM 406 Catering and Banquet Management

var – 3 cr

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

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

### **II Course Objectives:**

1. Students will understand both the purpose and structure of the course, Catering in the Hospitality Industry.
2. Students will be able to develop an understanding of the organizational requirements of a catering service department/organization.
3. Students will be able to understand and discuss the sale techniques involved in a catering operation with emphasis on the crucial aspects of building repeat business.
4. Students will be able to understand the administrative duties, responsibilities, policies and procedures of a catering business.
5. Students will be able to develop an appreciation for the importance of meetings and conventions sales and service
6. Students will be able to plan a catering menu for both On- and Off- premise catering..
7. (a) Students will be able to identify common catering preparation and transportation equipment in addition to common catering supplies.  
  
(b) Students will be able to understand the importance of proper physical facilities to the success of the particular catering business.
8. Students will be able to explain the liquor services, set up, and costing involved in both On - and Off- premise catering.
9. Students will be able to understand both the different types of catering activities and services, and personnel required and functions performed.
10. Students will be exposed to a variety of catering events requiring special knowledge, skills, and abilities.



11. Students will be able to develop an understanding of the changing demands of the catering business as affected by both the hospitality industry and the external environment.
12. Students will be able to understand the specifics of the catering contract and be able to identify the key components of such a contract.
13. Students will be able to prepare room layouts, spec lists, cost control sheets, inter-department control sheets, contracts, guarantees, production time sheets, requisitions, profit and loss statements, and menu reports on catering functions.
14. Students will be able to create innovative solutions to catering problems and demands
15. Students will be able to differentiate the procedures between on- and off- premise catering
16. Students will be able to understand the importance of the legal considerations unique to the catering business.
17. Students will be able to understand the opportunities, advantages, and disadvantages of catering as a career.
18. Students will be able to understand how a caterer helps their client to obtain such services as music, photography, flowers, printing and bridal services.
19. Students will be able to understand how the catering business has evolved into its current organizational structure.
20. Students will be able to understand the history, goals, responsibilities, and assistance provided by the National Association of Catering Executives (NACE).

### **III. Course Outline**

#### **Section I. Introduction**

##### **1. Introduction to the Course & Project Introduction**

#### **Section II. Industry Overview**

1. Advantages of the Catering Business
2. The National Association of Catering Executives
3. Financial and Legal Considerations

### Section III. Sales

1. Physical Facilities
2. The Banquet Office
3. Selling Function
4. The Banquet Contract
5. Developing Sales
6. Function Evaluation

### Section IV. Function and Menu

1. Planning Menus
2. Package Plans
3. Types of Parties and Functions
4. Weddings/Bar Mitzvahs
5. Showmanship

### Section V. Execution

1. Organizing the Details
2. The Kitchen and Related Areas
3. Banquet Service
4. Banquet Serviceware
5. Room Furniture and Equipment
6. Purchasing

### Section VI. Options

1. Off-Premise Catering
2. Kosher and Kosher-Style Catering
3. Outside Services
4. Teamwork, Communication, and Coordination

## **IV Grading Requirements and Standards**

- 25% Catering Project
- 15% On-Site Visit Reports
- 20% Midterm Exam
- 20% Final Exam
- 20% Class Participation

100%

**VII. Required Textbook**

Manfred Ketterer, How to Manage a Successful Catering Business, Rochell Park, New Jersey, Hayden Book Company Inc., 1982.

**XI. Bibliography**

Alva, Marilyn. Eat Out In: New Twist in Delivery Services National Restaurant News, April 28,1986, Vol.20. No.18, pp:59.

Booth, Clifford. Accounting for Catering. Public Finance and Accountancy, Nov.1,1985, pp. 18-20.

Deckard, Linda. Business will Top \$1 Million for Super Bowl Catering Operation. Amusement Business, Vol. 99, p-15.

Desens, Carl. New Ways With Food Beyond The Hot Dog. Meetings and conventions, Nov. 1986, Vol.21, Part 2, pp. 71,75.

Frumkin, Paul. Independent's Takeout Profits Take Off. Nation's Restaurant News, Jan.27,1986. Vol. 20, No.5, pp.3,104.

Hodgson Hoff, Margaret. The Catering Kaleidoscope. Cooking for Profit, September, 1970, pp.28-33.

Jeffrey, Don. More Operators Turn to Takeout. Nation's Restaurant News Sept.23,1985, Vol.19, No.39, pp.3,5,

Kasavana, Michael L., Software for Catering. Restaurant Business News, Sept.1,1987, Vol.86 , No.13, pp.106,110.

KeHerer, Manfred. How to Manage A Successful Catering Business, Hayden Book Company, 1982.

Kioulpapas, Tass. Banquets Depend On Kitchen Layout and Equipment Hotels and Restaurants International, July, 1988, p.119.

Klein, Roberta. Catering to the Gold Cost. Restaurant Business, February 10, 1988, Vol.87, No.3, pp. 157-16.0

- Kooiicr, Ron. Restaurant Redesign: Realizing Off-Premise Potential. Restaurant Hospitality, May,1986, Vol.70, No5, pp.155-156.
- Lamalle, Cecile. Take-Out. Restaurant Hospitality, June, 1985, Vol.69, No.6, pp 128-136.
- Lang, Joan. Packed With Profit, Restaurant Business. July 1, 1985, Vol.84, No.10, pp 129-139.
- Liddle, Alan. Details Make A Difference for Bon Appetit Catering. Nation's Restaurant News, Oct.12, 1987, Vol.21, No.42, pp.3-4.
- Meetings and Conventions. Caterers Extraordinaire. Oct.,1987,Vol.22, pp.70-78.
- Mossman, John E. Frontier for Restauraners. NRA News, December, 1982, pp.3-5.
- Restaurant Business. Off-Premise Catering. October 10, 1987, Vol.86, No.15,p.201
- Restaurant Hospitality, Views from Inside Take-Out and Catering. Sept.,1987,Vol.71, No.9, pp.133- 140.
- Sheehan, Patricia. Catering to Perfection. Restaurant Management. VoL2,No.5, pp.76,77-78.
- Shock, Patti J.m Kent, William E., and Karkouti, Samad. A Table for 5,000? Right This Way!: The Cornell Quarterly. Aug,1986, Vol.27, pp 22-24.
- Stores. Off-Site Catering Strategies: From Picnics to Breakfasts. May, 1986, Vol 68, pp. 88-89.
- Tannenhaws, Norra. The Educated Palate, Meetings and Conventions, Nov., 1985, Vol.20, pt. 4, pp. 174-175.
- Taylor, Karen Cord. Starting for Scratch, Caterer Serves a Success.American Banker. Vol.152, No.163, pp. 27-28.
- Treadwell, Jay. The Successful Route to Catering. Restaurant Hospitality, January, 1987, Vol. 71, No.1, p.72.
- Treadwell, Jay. Catering: Marketing Myths. Restaurant Hospitality, March, 1987 Vol.71, No.3, p.52.
- Treadwell, Jay. The Telephone: A Direct Line to Success. Restaurant Hospitality, October, 1987, Vol. 71, No.10, p50