

HTT A278: CATERING DESIGN AND MANAGEMENT

| Item | Value |
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| Curriculum Committee Approval Date | 03/13/2019 |
| Top Code | 130700 - Hospitality |
| Units | 1.5 Total Units |
| Hours | 27 Total Hours (Lecture Hours 27) |
| Total Outside of Class Hours | 0 |
| Course Credit Status | Credit: Degree Applicable (D) |
| Material Fee | No |
| Basic Skills | Not Basic Skills (N) |
| Repeatable | No |
| Grading Policy | Standard Letter (S), • Pass/No Pass (B) |

Course Description

This course addresses elements of successful catering operations. Students will explore the catering industry and learn to work with catering professionals to improve quality while reducing costs. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Design a catered event.

Course Objectives

- 1. Develop a food and beverage needs assessment.
- 2. Identify professional catering resources.
- 3. Selecting a professional caterer.
- 4. Specify a menu, level of service (including number of staff), and other important elements.
- 5. Coordinate kosher, Muslim, and special request meal functions.
- 6. Incorporate unusual linens, napkin folds, and other creative elements.
- 7. Demonstrate knowledge of health department requirements for food and beverage storage and service.
- 8. Identify and implement liquor liability safeguards.
- 9. Integrate entertainment, dancing, or other elements in the catering function to ensure a seamless event.
- 10. Produce accurate records (guest counts, liquor consumption) and effectively evaluate your catered event.

Lecture Content

Food and beverage Needs assessment Internal resources External resources Menu Design Pricing Service level Special requests/ requirements Staffing Quantity Training Coordination Communication Creative elements Themes Linens Entertainment Logistics Resources Venue selection Geographic Transportation Legal aspects Health Safety Permits Licensing Record keeping Guest/non-guest accounts Liquor consumption/liability Annual review/evaluation

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations

Reading Assignments

Reading from assigned text

Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses.

Out-of-class Assignments

Homework as assigned

Demonstration of Critical Thinking

The student must participate in class discussions. In addition, complete assignments and a mastery quiz. Students will receive a grade by successfully completing the course requirements. Students must participate in an industry-based project.

Required Writing, Problem Solving, Skills Demonstration

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Loman, Nancy. Catering Management, ed. Philadelphia: Wiley, 2007