

## **COURSE OUTLINE** **Catering Management**

### **Course Description**

HM 215 Catering Management. 3 hours credit. Prerequisite: HM190 Food and Beverages Management or departmental consent. This course will enable the student to appraise the various components of a catering operation. The student will learn about marketing, contract writing, food production, room arrangement, and personnel required for specific catered events.

### **Course Relevance**

The principles learned in this course can be applied to managing all types of catered events, both inside and outside of a hospitality organization. The student will develop his/her critical thinking and skills in understanding the principles relevant to managing catering operations.

### **Required Materials**

HM 195 Textbook:

Shiring, S., Jardine, R., & Mills, Jr, R. (2001). *Introduction to catering*. Albany, NY: Delmar.

### **Learning Outcomes**

The intention is for the student to be able to:

1. Identify the components of a catered event.
2. Explain various classifications of catering
3. Demonstrate a working knowledge of HACCP food safety standards
4. Demonstrate a working knowledge of financial aspects of catered events

### **Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student involvement in this course, the students will develop and document his/her achievement of the following primary PACT skills:

1. Critical Thinking
  - Through activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Ethical Conduct
  - Through activities conducted in class, the student will recognize skills required in to cater events responsibly

Secondary Skills (developed but not documented)  
Self-concept

Time Management  
Teamwork  
Valuing Diversity  
Leadership  
Problem Solving  
Reading  
Writing  
Listening  
Computer Literacy

### **Major Summative Assessment Tasks**

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about a selected catered event.

### **Course Content**

- I. Themes – Key recurring concepts that run throughout the course:
  - A. Identification of various types of catered events
  - B. Analyzing the costs of catered events and controlling costs
  - C. Responsibilities of management for consistency and meeting client expectations
  - D. Setting of standards for operations of catered events
  - E. Managing employees to meet expectations of cost and product
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
  - A. How to achieve accuracy in stating costs
  - B. How to achieve customer satisfaction for a catered event
  - C. Controlling the work behaviors of employees to achieve the event goals
  - D. Retaining standards on a consistent basis
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Identify various types of catered events
  - B. Calculating costs and financial statements to achieve profitability for the catered event
  - C. Identifying and setting standards for products and service to maintain consistency
  - D. Identifying and controlling food standards in regard to HACCP standards for serving food on and off premises.
- IV. Skills / Competencies:
  - A. Review types of catering
  - B. Discuss how caterers work with clients
  - C. Define your catering operation
  - D. Explain the seven functions of catering

## **Learning Units:**

- I. Types of Catering
  - A. Catering industry
  - B. Catering segments
  - C. On-premise and off-premise catering
- II. Catering and the Client
  - A. Caterer's reputations
  - B. How clients select caterers
  - C. Referrals
  - D. Developing a market for your catering business
  - E. Unanticipated inconveniences
  - F. Corporate and social catering
- III. Your style of catering
  - A. Caterer's market
  - B. Market segmentation
  - C. Your niche in the market
  - D. Mission statements
  - E. Strategic mission
  - F. SWOT analysis
  - G. Primary and secondary caterers
- IV. Seven functions of catering
  - A. Strategic plan
  - B. Executing the operational tasks
  - C. Organizing resources
  - D. Matching equipment needs to requirements of the function
  - E. Implementing the plan
  - F. Controlling the event financially and in accordance to caterer's standards
  - G. Obtaining insurance coverage and legal concerns

## **Learning Activities**

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

## **Grade Determination**

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.