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CULA 291.01: Special Topics - Catering Management

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THE UNIVERSITY OF MONTANA—MISSOULA
MISSOULA COLLEGE
BUSINESS TECHNOLOGY DEPARTMENT

COURSE SYLLABUS

COURSE NUMBER AND TITLE: CULA 295 Catering Management

DATE REVISED: Fall 2014

SEMESTER CREDITS: 2

PREREQUISITES: CULA 101, CULA 105 or consent of Director

FACULTY: Chef Instructor Suzanne Phillips, CC, Director of Catering

E-Mail: sarahnwillsmom@msn.com, Suzanne.phillips@mso.umt.edu

Phone: 243-7815 (kitchen), 274-2068 (Chef Phillips cell)

Office: GH5

Office Hours: 7am- 3pm; or by appointment

COURSE DESCRIPTION: This course will introduce the student to a comprehensive look at planning, starting and operating a successful catering business. Whether on premise, off-premise, mobile, inside a hotel, part of a restaurant or run from a home kitchen, the student will learn the necessary skills from competence in cooking to managerial skills.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

- ✓ Understand the skills needed to be a successful caterer assess their own skill level.
- ✓ Understand the various types of catering.
- ✓ Develop a Mission Statement for their catering business.
- ✓ Formulate a Business Plan for their catering company.
- ✓ Find a location designed for success.
- ✓ Market for success.
- ✓ Be able to write a catering contract.
- ✓ Manage basic cost control systems.
- ✓ Hire, train and keep great employees.
- ✓ Plan appealing and profitable menus. Create a “Wow” factor.
- ✓ Ensure food safety.
- ✓ Layout and plan equipment needs.
- ✓ Trace the growth and development of the catering industry.
- ✓ Identify professional organizations within the field and explain purposes and benefits.
- ✓ Evaluate career opportunities through participation in field trips and guest speakers.
- ✓ Discuss and evaluate industry trends as they relate to career opportunities and the future of the industry.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Students will be required to demonstrate daily production assignments requiring pre-planning of methodology and recipes. Students will be evaluated on teamwork, professionalism, mise en place, quality of finished product, sanitation and organizational skills. All assignments, projects and tests will be assigned point values. Total points earned will be divided by points possible, and a letter grade will be assigned based on the following:

Grading Scale:

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D

Evaluation Criteria:

Events	60 percent	90 – 100	A
Quizzes	10 percent	80 – 89	B
Practical Exams	15 percent	70 – 79	C
Projects	15 percent		

Total: 100 pts

ATTENDANCE POLICY:

Attendance will be taken. **Each unexcused missed class will result in a 5-point deduction from final points accumulated. Excused classes (provide doctor's note/emergency) will result in a 2-point deduction. Late students, or students that leave class early will result in a 3-point deduction from final points accumulated.** No make-up is allowed for lab participation. If students are absent for any reason, they will be accountable for any information disseminated and be held responsible for class notes, announcements of tests, and assignments.

PARTICIPATION:

Students must demonstrate teamwork as consistent with industry. This is necessary as students contribute to the learning environment and become active learners by attending class and participating. Students who read text assignments prior to class will be equipped to participate and will obtain the most from this course. Participation points will be granted or denied depending on how the student exhibits enthusiasm, interest, teamwork, organization, and preparedness.

BREAKS:

One (1) each- ten (10) minute break per five (5) hour laboratory period, will be granted at the discretion of Chef Siegel and permission to leave the kitchen is required. This does not include lavatory visits.

DUE DATES:

To receive full credit, assignments must be submitted by the stated due dates. Late assignments will be not be accepted.

TESTS:

Tests will be given during the semester as announced. Assignments for makeup tests will be made only if faculty is notified by voice mail, e-mail, or personally prior to the test. A score of zero will be averaged into grade determination for any missed test.

ACADEMIC INTEGRITY:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php.

DISABILITY ACCOMMODATION:

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text) or <http://www.umt.edu/dss>.

CULINARIAN CODE:

All students are expected to uphold all teachings of the American Culinary Federation's Culinarian Code:

As a proud member of the American Culinary Federation, I pledge to share my professional knowledge and skill with all culinarians. I will place honor, fairness, cooperation and consideration first when dealing with my colleagues. I will keep all comments professional and respectful when dealing with my colleagues. I will protect all members from the use of unfair means, unnecessary risks and unethical behavior when used against them for another's personal gain. I will support the success, growth, and future of my colleagues and this great federation.

REQUIRED TEXTBOOK:

Arduser, Lora and Brown, Douglas Robert, Atlantic Publishing Group, Inc., *The Professional Caterer's Handbook with CD-ROM*, ISBN- 13: 978-0910627-60-3

SUGGESTED REFERENCE MATERIALS:

Handout from Chef Instructor Suzanne Noyd

Bode, Sony, Atlantic Publishing Group, Inc., *The Food Service Professional Guide to Successful Catering*, ISBN 10: 0-910627-22-3.

SUPPLIES: Knife kit, Camera

CELL PHONE POLICY: Cell phones are allowed in class **only** as a means to record photos for the final notebook. Text messaging during class or lab is not allowed. Unexcused departures from the kitchen to use cell phones will be treated as an unexcused absence and participation points will be deducted. It is advisable to direct emergency (only) phone messages to the kitchen phone (243-7815).

UNIFORM POLICY: Students will be required to be in full Culinary Uniform to be accepted into class.

MEAL POLICY: It is the students' responsibility to read and understand the meal policy. Abuse of the meal policy will be reflected on the grade sheet.

COURSE OUTLINE:

All weekly plans, reading assignments, project due dates, and testing dates are to be delivered and explained the first day of class. Final comprehensive written and practical exam date will be announced at this time.

- I. Catering Basics
 - a. Skills needed
 - b. Assessing your skills
 - c. Assessing your finances
 - d. Catering and Profits
 - e. Types of Catering
- II. Getting Started
 - a. Planning your business
 - b. Mission Statement
 - c. The Business Plan
 - d. Location, Location, Location
 - e. Laws, Regulations and Licenses
 - f. Insurance
- III. Marketing
 - a. The 4 P's
 - b. Marketing Strategy
 - c. Marketing Tools
 - d. Web Sites
- Managing the Event
 - e. Handling Inquiries
 - f. Meeting with the Client
- g. Quotes and Contracts
- h. Paperwork
- IV. Setting up the Event
 - a. Room Setup
 - b. Room Appearance
 - c. Buffet Setup
 - d. Table Décor and Presentation
 - e. Table Service Rules
 - f. Event Timing and Staff
 - g. Calculating Food Amounts
- V. Beverage Functions
 - a. Beverage Menu Planning
 - b. Pricing
 - c. Regulating Beverage Service
 - d. Wine and Food
 - e. Cocktails
 - f. Legal Implications
- VI. Pricing and Menus
 - a. Menu Setting

- b. Menu Planning
- c. Themes
- d. Portion Control
- e. Menu Psychology
- f. Sample Menus

d. The Extra Step

- IX. Final Exams
 - a. Final Practical
 - b. Project/Notebook

VII. Food Presentation and Production

- a. Advance Preparation
- b. Food Presentation
- c. Tray and Platter Design

Project Assignments

Project 1 10 points

Skills Profile

1. Assess your skills profile. Answer the questions on the Skill Assessment handout and create a realistic self-evaluation.
2. Create a Mission Statement for your own Catering Company. May be any type of Catering operation you wish.

The assignment must include the following:

- ✓ Honestly answered assessment of your personal skills. What direction does your assessment lead you in? What type of catering is best for you?
- ✓ Follow the Mission Statement Development handout to express your company values. Who are your customers, what are your objectives, your goals, products, market, etc.?

Both of these must be typed.

Due: Week 3

Final Project - 20 points

Your Special Event

Using your Business Plan and other information gathered over the semester, you will plan your Catering Company's Special Event. This will be your opportunity to showcase your concept. You will need to include the following:

1. Specific Event
2. Client
3. Menu

4. Setup(include diagrams of both room setup and plate and platter designs)
5. Location
6. Staff
7. Pricing

Project Due Friday before the end of Semester. To be turned in in Notebook form with all prior projects, quizzes, etc.

Practical Exam - 15 points

You will be assessed on your knowledge, ability, effort, resourcefulness, creativity, sanitation, people skills and leadership throughout the course of the 16 week semester during special events.

