NOTE: This course is not designed for transfer credit.

Catalog Course Description:
This course examines the requirements to start and operate a catering company. Topics of discussion include kitchen equipment, regulations, operations and business planning.

Entry Level Standards:
Must be able to read, write, speak, and reason at the college level.

Prerequisite:
HSP 1200

Textbook(s) and Other Course Materials:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Catering World: Types of Catering</td>
</tr>
<tr>
<td>2</td>
<td>The Caterer and the Client</td>
</tr>
<tr>
<td>3</td>
<td>Establishing the Right Kind of Caterer for You</td>
</tr>
<tr>
<td>4</td>
<td>Choosing Your Client</td>
</tr>
<tr>
<td>5</td>
<td>The Seven Functions of Catering</td>
</tr>
<tr>
<td>6</td>
<td>The Seven Functions of Catering</td>
</tr>
<tr>
<td>7</td>
<td>Planning – The Basic Catering Management Function</td>
</tr>
<tr>
<td>8</td>
<td>Operations – Execution of Tasks</td>
</tr>
<tr>
<td>9</td>
<td>Organizing the Event</td>
</tr>
<tr>
<td>10</td>
<td>Equipment</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Exhibit an adequate knowledge of caterer types and client relationships. I, II, V, VI, VII, VIII

B. Demonstrate a complete and thorough understanding of the planning and operation of catered events. I, II, III, IV, V, VII, VIII

C. Demonstrate a complete and thorough understanding of the management control process for catered events. I, II, V, VI, VII, VIII

D. Understand the need and utilization of catering specific equipment. II, III, V, VII

E. Demonstrate the ability to plan, organize and implement a catering function. I, II, III, IV, V, VII

*Roman numerals after course objectives reference goals of Hospitality program.

III. Instructional Processes*:

Students will:

1. Develop a hypothetical catering company to complete their understanding of the specialized management need to complete in this segment. *Active Learning Strategy, Communication Outcome, Technological Literacy Outcome*

2. Work as groups establish menus, and services their catering companies might provide. *Active Learning Strategy, Communication Outcome, Technological Literacy Outcome*

3. Strengthen analytical skills by pre-costing catering menus, events, and labor needs from supplied data and scenarios. *Mathematics Outcome, Transitional Strategies*

4. Develop standardized food and beverage recipes specifically for targeted catering markets. *Active Learning Strategy, Communication Outcome, Technological Literacy Outcome*

5. Evaluate catering event work schedules and production assignments to determine the estimated cost of labor for comparison to the generated sales from said labor. *Active Learning Strategy, Technological Literacy Outcome*

6. Pay a visit to a local catering company for the purpose of witnessing a first-hand operation. *Active Learning Strategy, Technological Literacy Outcome*

*Strategies and outcomes listed after instructional processes reference TBR’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and
encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance***:

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

1. Discuss the catering industry and segment potential clients. A, D
2. Explain various types of catering events held on and off-premise. A, B, C, D
3. Explain how client’s choose caterers. A, B, C
4. Differentiate between corporate and social catering. A, B, C
5. Identify elements of the strategic planning tool: SWOT analysis. A, C, E
6. Determine why the planned growth of a catering company is achieved through a conscientious building of satisfied customers and financial success. A, E
7. Explain the symbiotic relationship of all seven functions of catering. A, B, C, D
8. Gain an appreciation for the planning function of the catering business. A, B, D, E
9. Discuss why catering plans must be flexible. A, B, C, E
10. Show the planning sequence all caterers must follow regardless of the event. A, E
11. Describe, plan, and expense a standardized menu. A, B, C, D, E
12. Explain the purchasing procedures inherent to catering. A, C, E
13. Describe catering equipment, its uses and designs for specific specialty pieces. A, B, C, D
15. Discuss the reasons that control is the most common threat to caterer success. A, C, E
16. Explain the legal terms of a standard caterer’s contract. A, B, C

*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation:**

A. Testing Procedures: 45% of grade

Students are evaluated primarily on the basis of tests. A minimum of three exams must be given counting 45% of the final semester grade.

B. Laboratory Expectations:

N/A

C. Field Work: 45% of grade
Students will be responsible for observation of selected catering events and the affiliated assignments required throughout the semester. This portion of the final semester grade is 45%.

D. Other Evaluation Methods: 10% of grade

Class participation, group work, and homework will also comprise the final grade for the course. Each instructor must provide full details the first week of class via a syllabus supplement. This portion of the final semester grade is 10%.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.].  (Pellissippi State Online Catalog)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. .  (Pellissippi State Online Catalog)

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies

Computer Usage Guidelines:
College-owned or operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. .  (Pellissippi State Online
Catalog