

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**PROFESSIONAL CATERING
HSP 2250**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2012

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:

None

Textbook(s) and Other Course Materials:

Shiring, Jardine, and Mills, Introduction to Catering: Ingredients for Success, First Edition, Delmar/Thompson , ISBN: 0-7668-1660-5

I. Week/Unit/Topic Basis:

Week	Topic
1	The Catering World: Types of Catering
2	The Caterer and the Client
3	Establishing the Right Kind of Caterer for You
4	Choosing Your Client
5	The Seven Functions of Catering
6	The Seven Functions of Catering
7	Planning – The Basic Catering Management Function
8	Operations – Execution of Tasks
9	Organizing the Event
10	Equipment

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|----|----------------------------|
| 11 | Implementing |
| 12 | Controlling |
| 13 | Insurance and Legal Issues |
| 14 | Total Quality Management |
| 15 | Final Exam |

II. Course Goals*:

The course will:

- A. Expand student learning to an adequate knowledge of caterer types and client relationships. (I, II, VI)
- B. Expand student understanding of the planning and operation of catered events. (I, II, III, IV, V, VI)
- C. Expand student understanding of the management control process for catered events. (I, II, III, IV, V, VI)
- D. Enhance effective utilization of catering specific equipment as per professional standards. (III, IV)
- E. Expand student knowledge concerning the ability to plan, organize and implement a catering function. (I, II, III, IV, V, VI)

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

III. Expected Student Learning Outcomes*:

The student will be able to:

- 1. Discuss the catering industry and segment potential clients. (A)
- 2. Explain various types of catering events held on and off-premise. (A, B, D)
- 3. Explain how clients choose caterers. (A, B)
- 4. Differentiate between corporate and social catering. (A, B)
- 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, D)
14. Describe what service means to a caterer. (A, E)
15. Understand that control is the most common reason for caterer failure. (A, C, E)
16. Explain the legal terms of a standard caterer's contract. (A, B, C)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. 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.

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:

92 - 100	A
89 - 91	B+
82 - 88	B
79 - 81	C+
72 - 78	C
65 - 71	D
Below 65	F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

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 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

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.