

Central Texas College
SYLLABUS FOR RSTO 2307
CATERING
Semester Hours Credit: 3

INSTRUCTOR: _____

OFFICE HOURS: _____

I. INTRODUCTION

- A. The principles, techniques and applications for on-premises, off-premises, and group marketing of catering operations including food preparation, holding, and transporting techniques.
- B. This course RSTO 2307 Catering is a Selective Technical Elective course in an Associate in Applied Science Degree in Restaurant/Culinary Arts Degree plan or in a Certificate of Completion in Culinary Arts or Institutional Food Service Operations.
- C. This course is occupationally related and serves as preparation for jobs in the Hospitality Management Culinary Arts Programs.
- D. Prerequisites: CULA 1301
- F. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary's Commission on Achieving necessary Skills (SCANS) occupational competencies (CA, C1, 2, B, etc.) for this course. The instructor will ensure the designated SCANS competencies and skills are addressed in the course. A detailed description of each competency/Skill is contained in "A SCANS Report for America 2000," Executive Summary is furnished.

II. LEARNING OUTCOMES

Upon successful completion of this course, RSTO 2307 Catering, the student will be able to:

- A. Identify catering segments.
- B. Explain and provide examples of the different types of catering events held on and off premise.
- C. Explain how clients select caterers.
- D. Explain how developing a market, targeting it, and working toward it creates success.

- E. Explain corporate and social catering.
- F. Explain market segments and relate how a caterer must identify them.
- G. Discuss and identify the elements of the strategic planning tool SWOT.
- H. Explain how a caterer can build a solid customer base using specific prospecting strategies.
- I. Define the difference between a client's needs, wants and demands.
- J. Explain the seven key catering functions.
- K. Explain why a caterer must manage resources to exceed customer expectations and meet organizational goals.
- L. Describe why planning is the first catering management function.
- M. Provide examples of how caterers plan, how they construct a business plan and a hazardous analysis critical control plan.
- N. Explain why training needs of employees must be integrated into the catering plan.
- O. Explain the elements of the front-of-the-house and back-of-the-house operations.
- P. Describe how critical the flow of food through the operation is to operations.
- Q. Explain the catering management task of scheduling and staffing.
- R. Explain how to organize an event.
- S. Describe equipment and design considerations.
- T. Implement a catering event.
- U. Describe the catering management function of control and explain why it is needed.
- V. Understand insurance and legal issues.
- W. Discuss the importance of total quality management.
- X. Explain how caterers are building technology into their organization's infrastructure.

III. SCANS COMPETENCIES:

The following Scans competencies and foundation skills will be covered in this course:

1. Competencies

- a. Resources
 - (1) Time (CA1)
 - (2) Money/Budget (CA2)
 - (3) Materials/facilities (CA3)
 - (4) Human Resources (CA4)
 - b. Interpersonal Skills:
 - (1) Teamwork (CB1)
 - (2) Teaches others (CB2)
 - (3) Leadership (CB3)
 - (4) Cultural diversity (CB6)
 - c. Information:
 - (1) Acquires/evaluates (CC1)
 - (2) Organizes/maintains (CC2)
 - (3) Interprets/communicates (CC3)
 - d. Systems:
 - (1) Understands (CD1)
 - (2) Monitors/corrects (CD2)
 - (3) Improves/designs (CD3)
2. Foundation Skills
- a. Basic Skills:
 - (1) Reading (FA1)
 - (2) Writing (FA2)
 - (3) Listening (FA4)
 - (1) Speaking (FA5)
 - 1) Thinking Skills:
 - (1) Reasoning (FB6)
 - 2) Personal Qualities:
 - (1) Responsibility (FC1)
 - (2) Self-esteem (FC2)
 - (3) Sociability (FC3)

(4) Self-management (FC4)

(5) Integrity/honesty (FC5)

IV. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books

V. Course Requirements:

A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. (FA1, FA5, CC3)

B. Class Attendance: (Refer to CTC Catalog, Page 54, for detailed policy).

You are expected to attend each class period, be on time and stay the full class period or are counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed. (FC1, FC4)

VI. Examinations

A. There will be two examinations:

Exam 1 (Mid-Term)

Exam 2 (Final)

B. A student must be present for all examinations. No make up examinations will be given. Students who know in advance they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examination.

C. Students without excused absences will be given a zero for the examination missed.

D. This course consists of two major activities—the lecture and the laboratory. The lecture portion meets 1 hour per day, twice weekly during the 16-week semester. The hands-on laboratory portion meets 32 hours a semester.

VII. Semester Grade Computations

Exam 1 (Mid-Term)	200 points	20%
Exam 2 (Final)	200 points	20%
Laboratory	400 points	40%
Quizzes 4 @ 50 points each.	200 points	20%
 Total Points	 1000 points	 100%

A student must take the final examination to receive a grade for the course.

VIII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Course Withdrawal: It is the student’s responsibility to officially withdraw from a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The Withdrawal form must be sign by the student.

CTC Form 59 will be accepted at any time prior to Friday, the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10 – week session	Friday of the 8 th week
8 - week session	Friday of the 6 th week
5 - week session	Friday of the 4 th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W”, provided the student’s attendance and academic performance is satisfactory at the time of official withdrawal. Students must fill a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the

course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course..." Prior approval from the instructor is required before the grade of "F" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.

- D. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.
- E. Americans with Disabilities Act (ADA): Disability Support Services provides services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Review the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- G. Civility: (FC3) Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- H. Honesty and Integrity: (FC5) All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
 1. Plagiarism: The taking of passages from writing of others without giving proper credit to the sources.
 2. Collusion: Using another's work as one's own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
 3. Cheating: Giving or receiving information on examinations.

IX. COURSE OUTLINE

- A. **Unit One:** Chapters 1, 2, 3, & 4 The Catering world, The Caterer and the Client, Establishing the Right Kind of Catering for You, and Choosing Your Client

1. **Unit Objectives:** Upon successful completion of this unit, the student will be able to:
 - a. Discuss the catering industry.
 - b. Identify catering segments.
 - c. Define on-premise and off-premise catering.
 - d. Explain the different types of catering events held on-premise and off-premise.
 - e. Provide examples of the different kinds of on-premise and off-premise operations.
 - f. Explain why a caterer's reputation may influence a potential client's decision.
 - g. Explain how clients select caterers.
 - h. Describe why referrals are important to a caterer.
 - i. Explain how developing a market, targeting it, and working toward it creates success.
 - j. Explain why a caterer may refuse catering jobs and clients.
 - k. Provide examples of unanticipated inconveniences a caterer may confront.
 - l. Provide examples of how a caterer can be safeguarded against unanticipated problems.
 - m. Explain corporate and social catering.
 - n. Discuss a caterer's market.
 - o. Explain market segments and relate how a caterer must identify them.
 - p. Explain the major considerations when carving out a niche.
 - q. Identify why personal characteristics are a key to success.
 - r. Discuss and identify the elements of the strategic planning tool SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).
 - s. Explain primary and secondary caterers.
 - t. Discuss corporate and social catering.
 - u. Discuss on-premise and off-premise catering.
 - v. Explain how a caterer can build a solid customer base using specific prospecting strategies.
 - w. Explain the details of a catering proposal
 - x. Explain why the planned growth of a catering company is achieved through a conscientious building of satisfied customers and the accomplishment of a caterer's financial objectives.
 - y. Explain why a caterer may refuse to work for a particular client.
 - z. Define the difference between a client's needs, wants, and demands.

2. **Learning Activities:**
 - a. Classroom lecture/discussion
 - b. Laboratory catering exercise
 - c. Homework and other assignments designated by the instructor

B. Unit Two: Chapters 5, 6, 7, & 8 (Part I) The Catering Operation

1. **Unit Objectives:** Upon successful completion of this unit, the student will be able to:
 - a. Introduce the seven key catering functions.
 - b. Explain why planning is first and influences the other six functions.
 - c. Explain the symbiotic relationship of the seven functions.
 - d. Explain why a caterer must manage resources to exceed customer expectations and meet organizational goals.
 - e. Gain an appreciation for the organizing effort required to execute a catering event.
 - f. Explain why a successful catering effort is the out come of a strenuous journey demanding a dedicated individual.
 - g. Describe why planning is the first catering management function.
 - h. Explain how a plan provides guidance.
 - i. Explain how a caterer prepares for an event.
 - j. Show the planning sequence all caterers must follow regardless of the event.
 - k. Explain how to formulate a catering plan.
 - l. Describe why a catering plan is complex.
 - m. Provide examples of how caterers plan, how they construct a business plan and a hazardous analysis critical control plan.
 - n. Describe how caterers transform objectives into operational tasks.
 - o. Explain how a catering plan is implemented.
 - p. Discuss why catering plans have to be flexible.
 - q. Explain why budgetary constraints guide the formulation of a plan.
 - r. Explain why catering management controls features must be built into the plan.
 - s. Explain why training needs of employees must be integrated into the catering plan.
 - t. Explain why barriers may cause catering plans to fail.
 - u. Describe a caterer's operation.
 - v. Explain elements of the front-of-the-house operations.
 - w. Explain elements of the back-of-the-house operations.
 - x. Describe operational tasks.
 - y. Explain how to formulate a recipe.
 - z. Describe how critical the flow of food through the operation is to operations.
 - aa. Describe a standardized recipe.
 - bb. Provide examples of how caterers can create new recipes.

- cc. Describe how caterers transform customer needs into signature recipes.
- dd. Explain how a caterer can utilize convenience foods.
- ee. Discuss why a caterer will use branded foods on the menu.
- ff. Explain why a catering menu offers several advantages over a standard restaurant menu.
- gg. Explain why a catering menu offers several advantages over a standard restaurant menu.
- hh. Explain why a caterer must build management control features into the plan.
- ii. Explain the catering management task of scheduling and staffing.
- jj. Describe why organizing is the third catering management function.
- kk. Explain how organizing helps accomplish the plan.
- ll. Explain how a caterer organizes for an event.
- mm. Explain specifications.
- nn. Explain the main goal of purchasing.
- oo. Provide examples of common purchasing policies.
- pp. Describe basic purchasing needs.
- qq. Explain how to build a caterer and supplier relationship.
- rr. Explain how a caterer can find a reliable supplier.
- ss. Discuss why a caterer attends food shows.
- tt. Describe a food broker, broadline purveyor, and manufacturer's agent.
- uu. Explain why ordering is important to the purchasing function.
- vv. Explain standard receiving procedures.

2. Learning Activities:

- a. Classroom lecture/discussion
- b. Laboratory catering exercise
- c. Homework and other assignments designated by the instructor

C. Unit Three: Chapters 9, 10, 11, & 12 Part 2 The Catering Operation

1. **Unit Objectives:** Upon successful completion of this unit, the student will be able to:
 - a. Describe equipment and design considerations.
 - b. Explain how a caterer selects the type of utility to use as the energy source.
 - c. Explain why the menu is a powerful tool used to determine the design and layout of workstations.
 - d. Explain individual workstations, such as preparation, hot and cold food preparation, and final preparation needs.
 - e. Explain how the caterer acquires equipment.

- f. Explain the appropriate methods and techniques a caterer must implement to prevent occurrences of foodborne illness.
- g. Explain what service means to a caterer.
- h. Review the front-of-the-house service activities.
- i. Describe how the caterer can build a reputation based on service.
- j. Explain how caterers can build a professional service staff.
- k. Explain how caterers can use standards to define service,. Provide examples of how a caterer can develop service standards to mirror the organization's mission statement.
- l. Describe an informal organizational structure and explain how it can affect employee morale.
- m. Explain and provide examples of what appropriate personnel means to the catering organization.
- n. List the attributes of appropriate service personnel.
- o. Explain the differences between informal and formal service styles used by caterers.
- p. Describe the defining characteristics of each service style.
- q. Explain how a tabletop is set.
- r. Explain how to purchase linen.
- s. Describe the catering management function of control and explain why it is needed.
- t. Describe why the control of an organization's resources is an important catering management task.
- u. Describe the process of control.
- v. Explain why the caterer must develop and implement both internal and external control features into the catering management system.
- w. Explain why the easiest task for most caterers to neglect, without an immediate penalty, is the control function.
- x. Explain why elements of control begin when the caterer designs specific internal techniques to direct an employee's behavior in accomplishing predetermined objectives.
- y. Explain why controlling has multiple meanings and serves multiple purposes.
- z. Explain why a caterer needs timely and relevant information to ensure appropriate business decisions.
- aa. Explain why a caterer must be concerned with protecting the uninterrupted flow of cash into the organization.
- bb. Define a formal payment policy and list its advantages.
- cc. Describe why insurance and legal concerns are important to the caterer.
- dd. Explain intrinsic and extrinsic rewards.
- ee. Explain why the caterer must develop and implement the right insurance and legal program.
- ff. Explain how a caterer can avoid, transfer, or reduce risk.
- gg. Explain the purpose of a crisis management team.
- hh. Explain the purpose of a safety management team.

- ii. Explain why a caterer needs to conduct frequent safety surveys.
- jj. Explain personal and advertising coverage, fire damage liability, medical expense coverage, and automobile coverage.
- kk. Explain why a caterer must create a contract that covers the basics.

2. Learning Activities:

- a. Classroom lecture/discussion
- b. Laboratory catering exercise
- c. Homework and other assignments designated by the instructor

D. Unit Four: Chapters 13 and 14 Total Quality Management

2. **Unit Objectives:** Upon successful completion of this unit, the student will be able to:
- a. Discuss the importance of total quality management (TQM) for contemporary caterers.
 - b. Identify how to adapt total quality management techniques into the catering operation.
 - c. Explain the basic concepts of total quality management.
 - d. Identify the early contributors to the total quality management movement.
 - e. Discuss the emerging business benchmarks being set by contemporary caterers.
 - f. Identify how caterers are reinventing the catering profession.
 - g. Explain how caterers are building technology into their organization's infrastructure.
 - h. Explain how caterers are adapting communication technology into their profession.
 - i. Explain how caterers focus on the global marketplace while remaining allegiant to their local community.
 - j. Describe banquet services and building a menu.

Learning Activities:

- a. Classroom lecture/discussion
- b. Laboratory catering exercise
- c. Homework and other assignments designated by the instructor