

## **Catering (RSTO 2307)**



**Credit:** 3 semester credit hours (3 hours lecture)

**Prerequisite/Co-requisite:** CHEF 1305, RSTO 1401

### **Course Description**

Principles, techniques, and applications for both on-premises, off-premises, and group marketing of catering operations including food preparation, holding, and transporting techniques, catering menu pricing and controls.

### **Required Textbook and Materials**

1. Catering management 3rd edition by Nancy Loman Scanlon ISBN 978-0-471-42981-4
2. A package of #882 Scranton and #2 pencils.

### **Course Objectives**

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

1. Discuss the roles of the off-premise versus the Accommodator
2. Explain the difference between pricing based on a multiplier, on projected cost analysis, and on competition.
3. Organize, manage, and execute an off –premises catering project.

### **Course Outline**

1. Managing catering equipment
  - a. Managing Catering Equipment
2. Front-of-the-House Historical Banqueting
  - a. The Banqueting Hall.
  - b. Nineteenth-Century Banqueting
  - c. American Presidential Banqueting
3. Styles of catering operations
  - a. Full-Service Restaurants
  - b. Hotel Food-and-Beverage Facilities
  - c. Catering Halls
  - d. Independent Caterers
4. Catering food service development
  - a. Market Survey Information
  - b. Analyzing the Competition
  - c. Applying Market Survey Information
5. Catering sales and marketing and computer software support
  - a. The marketing Cycle
  - b. The marketing Mix
6. Catering menu program
  - a. Menu Formats
  - b. Styles of Service
  - c. Price Range
7. Food and beverage operational controls
  - a. Operational Controls
  - b. Purchasing Controls
  - c. Production Controls
  - d. Presentation Controls
8. Catering menu pricing and controls
  - a. Costs and Profit
  - b. Breakeven Analysis

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- c. Menu Pricing
- 9. Catering menu design
  - a. Menu Design Format
  - b. Layout
  - c. Typeface
  - d. Paper and Color
- 10. Catering beverage management
  - a. Beverage Management
  - b. Catering Beverage Pricing
- c. Catering Beverage Menu Planning
- 11. Quality service and standards training
- 12. Quality
  - a. Establishing Quality
  - b. Staffing Levels
  - c. Equipment
  - d. Back-of-the-House Equipment

### Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

### Course Evaluation

Final grades will be calculated according to the following criteria:

Quizzes	10%
Project	20%
Midterm Exam	20%
Final Exam	25%
Attendance/Class Participation/Special Functions	25%

### Course Policies

1. No food, drinks, or use of tobacco products in class.
2. Do not bring children to class.
3. No late assignments will be accepted.
4. Tests. Students that miss a test are not allowed to make up the test. Students that miss a test will receive a grade of '0'.
5. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
6. As instructor I maintain the right to maintain and govern my class
7. Inform the instructor if you are going to miss a class.
8. Class participation is encouraged, but disruptive talking is not. You will be warned once and if you persist you will be asked to leave for the remainder of the class. If you continue to disrupt the class in following classes you will be expelled from class and not allowed to return.

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9. Turn off all pagers and phones before entering class. You will receive a warning on the first disruption, you will be asked to leave for any other disturbances.
10. The only people allowed to attend class are those who are enrolled in the class. T
11. Office hours are posted on my office door or by appointment only.
12. Assignments are due on the date specified. If it is not turned in on time I reserve the right not to grade or remove 10 points per late class day
13. Removal of all material from the top of the desk during testing
14. The instructor has the right to assign seats or change seats at any time during the semester. The instructor also has the right to add other policies that maybe appropriate as needed
15. Other class assignments may be added to your assignment as they come up.

### **Disabilities Statement**

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

### **Student Code of Conduct Statement**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the LIT Catalog and Student Handbook. The LIT Catalog and Student Handbook may be accessed at [www.lit.edu](http://www.lit.edu) or obtained in print upon request at the Student Services Office.

### **Course Schedule**

<b>Week</b>	<b>Topic</b>	<b>Reference</b>
1	Historical Banqueting	P2-P28
2	Styles of Catering Operations	P30- P58
3	Catering Food Service Development	P60-P73
4	Catering Sales and marketing and Computer Software Support	P76-P112
5	Catering menu Program	P116- P133
6	Food and Beverage Operational Controls	P136-P154
7	Catering menu Pricing and Controls	P156-P184
8	Catering Menu Design	P186-P222
9	Catering Beverage Management	P224-P240

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10	Quality Service and Standards training	P242-P256
11	Managing Catering Equipment	P258-P272