



TAH 43: Event Catering and Management

Culinary Arts Program, Department of Tourism and Hospitality, Kingsborough Community College,  
City University of New York

<b>COURSE TITLE:</b>	<b>Event Catering Management</b>		
<b>COURSE NUMBER:</b>	TAH 43	<b>SECTION:</b>	01
<b>PREPARED BY:</b>	Joseph E. Boljonis CEC	<b>DATE:</b>	9/9/17
<b>FACULTY NAME AND CONTACT:</b>	<b>NAME:</b> Joseph E. Boljonis CEC <b>EMAIL:</b> Joseph.Boljonis@kbcc.cuny.edu <b>OFFICE HOURS:</b> U225 <ul style="list-style-type: none"> <li>• ONE HOUR REQUIRED</li> <li>• BY APPOINTMENT</li> </ul>	<b>SYLLABUS PREPARATION DATE:</b>	Fall17
<b>CREDIT HOURS:</b>	3 Credits		
<b>COURSE LENGTH:</b>	12 weeks		
<b>CONTACT HOURS:</b>	Lecture: 12 Lab: 24		
<b>COURSE SCHEDULE:</b>	Days: Tuesdays Time: 3:30 PM to 6:50 PM Location: U225 Dates: <ul style="list-style-type: none"> <li>• September 12, 26</li> <li>• October 3, 10, 17, 24, 31</li> <li>• November 7, 14, 21, 28</li> <li>• December 5,           Final Exam: TBD</li> </ul>		
<b>UNIT OF ACADEMIC MEASUREMENT:</b>	12 week session		
<b>PRE-REQUISITES:</b>	TAH71		
<b>CATALOG COURSE DESCRIPTION:</b>	This course serves as an introduction to the basic skills and competencies required for catering, food and beverage operations, and the opportunities and responsibilities of this sector of the hospitality and tourism industry.		

	TEXTBOOKS AND MATERIALS	REQUIRED	OPTIONAL
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<b>TEXTBOOK (S)</b>	Catering : A guide to managing A Successful Business, Author: Bruce Mattel, Publisher: John Wiley & Sons, Year Published: 2008	X	
<b>RESOURCES &amp; SUPPLIES</b>	<ul style="list-style-type: none"> <li>• The New York Times</li> <li>• Binder and notebook</li> <li>• Pocket notebook</li> <li>• Instant read thermometer</li> <li>• Writing implements including permanent marker (Sharpie)</li> </ul>	<ul style="list-style-type: none"> <li>X</li> <li>X</li> <li>X</li> <li>X</li> <li>X</li> <li>X</li> </ul>	

**Upon completion of this course, the student should be able to do the following:**

**LEARNING**

**OUTCOMES:**

1. Define "catering," distinguish between "on-premise" and "off-premise" catering, recognize the history of catering and employment options available in this segment of the food industry.
2. Review Food Safety and Alcohol Service regulations, apply safe sanitation practices, correct time/temperature food handling, and address any cross-contamination issues.
3. Work with others on a group project, to arrive at consensus, and carry out events in both leadership and service roles. Assess the skills and knowledge needed for catering work, conduct self-assessment of those skills. Critique event and suggest improvements in menu, floor plan, staffing, and event schedule.
4. Discuss menus considering appropriate dishes for the season, the reason for the event, style and tastes of the client, ethnic and cultural elements, limitations of the venue, ingredient variety, colors, flavors, budget.
5. Calculate the requisitions and food costs of a menu based on estimated guest counts.
6. Discuss insurance, licensing, and pricing.
7. Identify the major expenses for caterers: food, beverages, labor, equipment, overhead.
8. Identify marketing tools and techniques used by caterers.

**INSTRUCTIONAL**

**METHODS:**

This course will be an active introduction to the process for event catering, from the initial client contact through the actual event. Class time will be divided among three types of activities:

- Reading/lecture/discussion on catering management.
- Food and beverage demonstration and practice in the kitchen.
- Application of the above in a catering event proposal and implementation.

<b>GRADING:</b>	Weekly Class Activities (10 classes x 4 points per class)	40%
	Written Midterm Examination	15%
	Final event	25%
	Written component of Final event	5%
	Written Final Examination	15%

### WEEKLY TOPICAL CLASS MEETING OUTLINE

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT In addition to the reading and assignments, I assume you will practice knife skills at home each week.
1 Sept 12	Introduction; Adv/Disadv. Of Catering; Menu planning	Create event menu with your team Read Chap 1 and 11
2 Sept 26	Hand in your menu Menu Planning, requisitions.	Complete event requisitions with your team Read Chapter 2 and 3
3 Oct 3	Hand in your requisitions What is a proposal? Starting your first event. Pricing for Profit.	Read Chap 4 and Appendix
4 Oct 10	Equipment; Station Service	Read Chap 5 and 6
5 Oct 17	Marketing; Signature Items	Create proposal with your team Read Chap 7
6 Oct 24	Hand in your proposal MIDTERM EXAM	Interview your client and have a signed contract by 10/28 Read Chap 8
7 Oct 31	Hand in your contract Staffing; Service Styles	Read Chap 9 Begin writing essay
8 Nov 7	Staffing; Service Styles, continued	Read Chapter 10 Continue writing and editing essay
9 Nov 14	Beverages; Wine & Mixology	
10 Nov 21	Hand in Essay.	
11 Nov 28	FINAL EVENT	
12 Dec 5	FINAL EVENT	

**NOTE: THE ABOVE CLASS OUTLINE IS SUBJECT TO CHANGE AT THE INSTRUCTOR'S DISCRETION**

#### FINAL PROJECT:

##### PART 1: THE PLANS

- FUNCTION SHEET-DATE, TIME, TYPE OF EVENT
- SITE PLAN (VISIT A SITE TO OBTAIN THE INFORMATION TO HELP YOU)
- EVENT PLAN-PROPOSAL THAT WOULD BE GIVEN TO THE CUSTOMER FOR
- FOOD & BEVERAGE MENU PLAN THAT WOULD BE OFFERED TO CUSTOMER
- A LIST OF SUB-CONTRACTORS THAT MIGHT BE NEEDED (EX. BAND, TENTS, SPECIAL ENTERTAINMENT, ICE CARVINGS, DECORATIONS, ETC.)

**\*\*THIS WILL BE DUE WEEK #9**

##### PART 2:

- KITCHEN MENU PLAN-WHAT TYPE OF EQUIPMENT WILL BE NEEDED
- RECIPE COSTING ON JUST 3 RECIPES
- BEVERAGE MENU PLAN
- COSTING OF 3 BEVERAGES SERVED AT FUNCTION

## **Kingsborough Community College Culinary Arts Program Policies**

### **Tasting, Meals and Leftovers**

The culinary program at KCC is an educational enterprise, not a buffet. To be sure, smelling, touching, and tasting are key components of learning culinary arts. Tastings are often just that: tastes.

When sufficient production to meet instructional goals allows for a meal during or after class, enjoy. But know that there is no obligation or expectation that classes include a meal. You should eat something before attending class so you're not hungry when cooking.

Leftovers wherever possible should be repurposed for use in other classes or catered events. All other leftovers should be discarded or donated. Students may not take food from the kitchen unless given specific permission by the instructor.

### **Uniform**

You are required to be dressed appropriately for class each week. You will not be allowed to participate if you fail to comply in one or more key areas:

- Clean white chef coat with KCC logo (available in KCC bookstore).
- White skullcap (available in KCC bookstore). Long hair tied back and covered under a hairnet.
- Black, slip resistant, closed-toe work shoes. No high heels or sandals.
- No jewelry.
- Nails clean, unpolished, and trimmed. No fake nails or long nails.
- Clean apron and side towel, laundered on your own.
- Black work pants or checked chef pants. No shorts/skirts/dresses/tights.
- No perfumes, colognes, or strong scents.

The uniform policy applies to both lab and lecture classes. If you are not in full uniform, compliant in each area above, you may not participate in class and you will be marked absent for the day.

### **Lockers**

You should bring a small padlock or combination lock to class each day.

Most kitchens have lockers for student use. If lockers are available, you must store all extraneous materials: cell phones, books, coats, bags, etc. in your locker. Keeping these items at your station in the kitchen violates safety and sanitation principles.

Please note that while we make lockers available, the kitchen is not a "locker room." You should still change privately.

Student lockers are for use only during class time. These are not your personal lockers. Upon completion of the class session lockers must be emptied and cleaned. Any locks remaining after class time will be clipped by security and the items held in the public safety office.

### **Attendance**

Because culinary classes are hands-on, there is no way to entirely "make up" a missed class. You can't copy notes or read the textbook and expect to succeed in culinary arts. Per KCC attendance policy, two absences (excused or unexcused) in a class that meets once weekly are allowed. The third absence marks the point where you are missing 25% or more of the course and your grade will be a WU (unofficial

withdrawal). Two significant lateness marks count as an absence (meaning that greater than four instances of lateness or greater than one absence and two instances lateness will also result in a WU).

Your instructor will give you guidelines for letting her or him know when you anticipate being late or absent. Because culinary arts is a professional program preparing you for industry, you *must* let your instructor know when you will be late or absent. No call/no show is as unacceptable in this program as it is in industry.

Per KCC Student Handbook:

“What is Excessive Absence?”

A student in any course who has been absent 15% of the total number of instructional hours that a class meets during a semester or session is deemed excessively absent. Where the course includes classroom lectures plus another component such as laboratory/field placement, etc., the 15% excessive absence policy applies to either component. Excessive absences may result in the instructor assigning either a lower grade or a ‘WU ‘ for that course [Culinary Arts program faculty assign a WU]. Consistent with the college-wide policy on appealing final grades, the student may appeal such a grade.

Instructional hours per semester/Excessive absences for semester  
24 hours [CA 21]/4 hours of absences  
36 hours [TAH 43, 71, 73, 8174; CA 50, 60]/6 hours of absences  
60 hours [CA 1, 2, 3, 11, 12, 8210, 90; TAH 72, 74]/9 hours of absences

### Grading

In culinary classes at KCC, we use a competency-based approach to grading. In order to earn an “A” you must be able to do all the skills that the course requires. You will **never** be graded on getting it perfect the first time, but **will** need to perform each task in a reasonable time frame in order to get full credit for the activity.

Many classes use a weekly performance grade. These are not “free points” but rather are based on classroom performance. To earn these points the student:

- Arrives on time, dressed professionally (complies with uniform code) and ready to work. Violation of uniform policy may result in forfeiture of weekly grade or expulsion from class.
- Has completed written and mental *mise en place*: reading, homework, recipe cards, etc.
- Completes assigned kitchen and classroom tasks successfully.
- Works safely, cleanly and with a sense of urgency. Sanitation or safety violations may result in forfeiture of weekly grade or expulsion from class.
- Actively engages in cleanup and leaves with the class. Leaving before the class is officially dismissed or not engaging in clean up will count as lateness.

### Cell Phones

No cell phones in class. No cell phones in class. No cell phones in class.

Texting or making calls in the kitchen is not only disrespectful to the instructor and your classmates; it invites contamination from the dirtiest item in the kitchen: your cell phone. Cell phones cannot be thoroughly cleaned, spend time along side your mouth, nose, hair and worst of all in your pants pocket. On average they carry more bacteria than a public toilet seat (which unlike phones are easily cleaned).

If you make a phone call on a break or before class, treat your phone as the food hazard it is and wash your hands thoroughly after each use.

No cell phones in class means not only not USING cell phones in class but not charging them either. Phones should be kept in your locker or otherwise out of sight.

### **Handwashing and Hygiene**

Wash your hands when entering the kitchen, after eating, smoking or making a phone call, after returning from the restroom, when switching from one task to another, after touching any part of your body, especially face, mouth, nose or hair, and in general more often than you are used to washing them.

Aprons and sidetowels should be removed before leaving the kitchen and especially before visiting the restroom.

Any egregious violations of kitchen sanitation principles (such as tasting with your finger, sitting on a tabletop, or double dipping with a tasting spoon), will result in immediate expulsion from class and will count as an absence for the day.

### **Physical Requirements**

Professional cooking is physically demanding. Students in the CA major or taking CA courses should be comfortable:

- Lifting 50 pounds above waist height.
- Possessing full range of motion to bend, kneel, squat and reach.
- Standing for at least five continuous hours.
- Performing repeated motion tasks such as slicing and whisking.

If you feel you are unable to meet one or more of these requirements please consult with your instructor to see if an accommodation is possible.

### **Disabilities**

Per the office of accessibility, it is the student's obligation to notify the instructor in writing of any disabilities and requested accommodations that he or she wishes to disclose.

### **Cleaning**

The kitchen should always be cleaner at the end of class than it was at the beginning. It is the obligation of the class to keep the kitchen clean. Typically, a class is divided into clean-up teams:

#### ***Wash***

Wash dishes using three-compartment sink and warewasher if available.  
Wash sinks and drain warewasher.

#### ***Dry***

Air dry and put away dishes/pots.  
Organize equipment storage.

#### ***Counters and Floors***

Wash all counter surfaces, fridge doors and bottom shelves.  
Wash range and clean drip pans.

Sweep and mop floor.

#### ***Req and Food***

Pack up leftover food for repurposing.  
Discard remaining leftovers.  
Prepare requisition/shopping list for next class.  
Document leftovers/returns for use by other classes for instructor.  
Organize fridge, freezer and dry storage.  
Bag and take out trash (last thing).

### **Linens**

The culinary program does not do student laundry.

Come to class each week with a clean chef coat, apron and side towel. It is your obligation to take these items home and wash them. If you do not have your chef coat, apron and side towel you may not participate in class.

### **Dismissal**

Only the instructor dismisses the class. While classes are designed to finish on time, the speed of the class in production and clean up will determine dismissal time.

Students are dismissed by the instructor. Leaving before dismissal counts the same as a lateness for purposes of attendance and grading.

### **Statement on Civility**

*Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and others is the foundation of educational excellence. Civility in the classroom and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matters of race, gender, sexual orientation, religion, and/or ability are not acceptable. Foul language, raised voices, or verbal or physical threats are not acceptable. Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.*

### **Academic Integrity**

Students are held to the CUNY Policy on Academic Integrity available here [www.cuny.edu/about/info/policies/academic-integrity.pdf](http://www.cuny.edu/about/info/policies/academic-integrity.pdf)