

# CULINARY ARTS INSTITUTE FOOD SERVICE MANAGEMENT/CULINARY ARTS PROGRAM FSMGMT 110 - MANAGING CATERING OPERATIONS Syllabus SPRING 2014

Section: 0280

Location: Culinary Arts Institute Building – Rm. 232

Hours: Tuesday/Thursday,

Lecture - 9:25am - 10:20am Lab - 10:30am - 12:35pm

Text: Catering – A Guide to Managing a Successful Business Operation, Author: Mattel

Chef Instructor: Chef Louis Eguaras, PSB, CPFC

Phone: 818-364-7706

Email: EguaraLJ@lamission.edu

Office Location: Culinary Arts Institute Building – Rm. 215
Office Hours: By Appointment ONLY or Before Class

PREREQUISITE: FSMGMT 050 Sanitation & Safety, FSMGMT 100 – Intro to Hospitality Industry and

FSMGMT 101 - Food Production I

<u>WHAT ARE STUDENT LEARNING OUTCOMES?</u> Student Learning Outcomes (SLO's) focus on designing curriculum around answering this question:

• What will a student be able to DO in his/her multiple roles with what he/she learns in the course?

When instruction focuses on SLO's the learning process is more learner centered and more relevant to a student's life.

#### STUDENT LEARNING OUTCOMES

- Upon successful completion of this course students will demonstrate proper knowledge, skills, theory, and practice of the catering industry.
- Upon successful completion of this course students will define several styles of catering and be able to implement them in action.
- Upon successful completion of this course students be able to understand the importance of having a
  detailed catering menu and service.

<u>COURSE DESCRIPTION</u>: This course is a study of catering sales and operations, including 'hands on' practicum and interpersonal dynamics from production through a service. Students will experience working on catering events on-site and off-site.

#### **INSTRUCTION METHODS**

Various methods of instruction are utilized, including lectures, class opinion, polls, discussions, films, slides and guest lectures and field trips to do on-site inspections at foodservice operations. A primary objective of this particular course is

to establish an atmosphere in which each student feels that he may express his own point of view without feeling threatened, and that questions may be asked and answered without embarrassment. No limits are placed upon the subject matter or the extent of questioning, except that all discussions should be in "good taste" and with due recognition of the varying personal, economic, religious and social backgrounds of each class member and the level of maturity of the group as a whole. Occasionally, if the topic lends itself, the class will be broken into small discussion groups, each with a recorder. At the end of the class, the recorders will become a panel and report their findings to the class. The Catering Project will be an individual project. You will choose a catering company concept and create your own catering company. You will present your findings in class.

<u>UNIFORM CODE:</u> Students must be in proper Catering uniform (Tuxedo) at all times. It is the student's responsibility to be dressed in clean, proper attire during their entire time in the Culinary Arts Institute Building. If you are not dressed appropriately/complete uniform, you will not be admitted to class, and you will be given an absence for the day. NO EXCUSES!

Occasionally there will be events where the CAI chef coat full uniform will be mandatory. You will be informed ahead of time when you need to bring your chef coats.

#### <u>Dress Attire to Be Worn For Every Class Meeting</u>

No earrings / piercings' (men and women) Fingernails must be kept short, 1 ring, 1 watch.

Men and Women: Black Tuxedo Pants

Black/white socks

White long sleeve shirt (tuxedo)

Black Shoes - Non Slip Black bow tie (tuxedo)

This can be purchase at www.newchef.com

Uniform attire to be kept professional, i.e., no shirts hanging out, bow ties MUST be worn AT ALL TIMES when on campus and in the Culinary Arts Institute Bldg., etc.

Student will be sent home and marked absent if not in full uniform.

#### COMPLETE CAI CHEF COAT UNIFORM:

- White CAI Chef Coat, white bistro apron, black skull cap, neckerchief/cravat, heavy non-slip black shoes with shoe laces/ties or clogs, black or white socks, and houndstooth/checkered pants. Student will be sent home and marked absent if not in full uniform.
- No nail polish, faux nails or rings. Wedding band okay. Nails must be trimmed and short. No excuse.
- No sweaters or hoodies under the chef coat. Wear white thermal long sleeve shirts instead.
- No earrings (studs ok), nose rings or facial piercings.
- Completely clean shave or beard and mustache trimmed neat to ¼ inch in length. You will be sent home if you have not shaved and can only return if you have shaved.

<u>ATTENDANCE</u>: Culinary Arts Institute's attendance policy approximates the expectations found in a working situation. It is essential that each student learns the discipline of regular and prompt attendance as well as the skills involved in the culinary arts and hospitality industries. At the time the student moves from training into a career, the employer will be very interested in dependability and punctuality. No matter how skilled the person, an employee is valuable only when present on the job. The faculty and staff of Culinary Arts Institute

@ LAMC consider each moment in class imperative for success. When the student is not in the classroom, the information missed cannot be recaptured. If you are absent for three (3) days or more, you will be dropped from the class and will have to retake the course next semester.

MISSED WORK: If a student arrives late to class, and a test is still in progress, the student may take the test with no penalty. If a student misses a test or an assignment, the test/assignment will have ten (10) points deducted from the score. The student must contact his/her chef instructor to arrange to make-up the test/assignment prior to his/her return to the next scheduled class. If a student does not contact the chef instructor to make-up the test assignment before the day he/she returns to the next scheduled class, the student will receive a zero (0) for the test/assignment.

MANDATORY CATERING HOURS PERFORMED: Each student will need to complete 100 hours of catering onsite or offsite. A Catering Time Sheet will be provided and all submissions of timesheets will be sent via email or save in the catering binder. You must complete 100 hours to pass the course.

<u>PROJECT-BASED LEARNING:</u> Project-Based Learning (PBL) is an instructional approach built upon realistic learning activities. PBL engages student's interest and motivation while helping the student recognize the projects significance. This will be done every week and groups will be assigned.

<u>CAMPUS PARKING</u>: Students must park in the Student Parking levels and not in the Faculty/Staff parking level. Your cooperation on this is greatly appreciated. Valid Faculty/Staff parking permit is required to park in the Faculty/Staff parking area. Any student found parked in Faculty/Staff parking area will be subject to getting a parking ticket and/or towed at the expense of the student.

#### **TEXTBOOKS:**

Catering – A Guide to Managing a Successful Business Operation

Author: Bruce Mattel - ISBN: 978-0-7645-7645

#### STUDENTS WITH SPECIAL NEEDS

If you have any health impairments that require regular medication, or any other disability that might affect your performance in class, and would like your chef instructor to make special accommodations, please call our campus Special Services Director, Dr. Rick Scuderi as soon as possible. Dr. Scuderi can be reached at 818-364-7734. He will help you arrange special accommodations for your classes. The special needs of each student are met, in part, by:

- 1. Group discussion at the "peer" level, providing for the interchange of ideas
- 2. Reading materials supplementing the required text material
- 3. Availability of the teacher for personal interviews and referral to appropriate community resources as indicated.

#### METHODS OF EVALUATION

Grading is based upon weekly class assignments, exams, journal reports, Internet assignments and a final examination based on the Catering book plus the catering and final event projects. Participation in class will also be evaluated.

#### **GRADING PROCEDURES**

1. Homework/Group Projects: 300 points Complete all Apply Knowledge and Multiple Choice questions at the end of each chapter. You will earn 10 points per chapter for homework each week. Complete the study questions at the end of each section/chapter. These will be turned in or checked each week.

2. Attendance/Participation in Class and Group Projects: 200 points If you are not present in class for lecture and in-class assignments, you will lose points and your grade will be lowered. Attendance is a very important part of your grade, and is required to pass the class.

3. Progress Examinations:

150 points

There will be four quizzes per semester, each worth 25 points and one Midterm worth 50 points.

4. Catering Project & Presentation:

150 points

The Catering project will be an individual. It is due as assigned and students must complete this assignment to receive a passing grade in the class. You will be required to give an oral presentation of this project as well.

5. FINAL Exam and Mandatory Catering Events:

200 points

Homework/Group Projects	30%
Participation	20%
Progress Exams	15%
Final Catering Project	15%
Exam	20%

#### **GRADING SCALE:**

<u> </u>	<u> </u>
900-1000	= A
800-899	= B
700-799	= C
600-699	= D
599 ≤	= F

## CULINARY ARTS INSTITUTE LOS ANGELES MISSION COLLEGE

## FOOD SERVICE MANAGEMENT/CULINARY ARTS PROGRAM FSMGMT 110 - MANAGING CATERING OPERATIONS

### TUESDAY/THURSDAY, 9:25am -12:35pm

Course Outline SPRING 2014

Please note that the schedule below may be subject to change.

WEEK 1	DATE	TOPIC	ASSIGNMENTS
Day 1	2/11	Introductions, Syllabus, and Expectations	Online Handouts
TUES	2/ ±±	Research Local Catering Companies for CAI Catering Manual	Catering (Wiley)
1023		Research Local catering companies for GAI catering Manual	• Read Chapter 1
			Nead Chapter 1
Day 2	2/13	Chapter 1 - Introduction to Catering	Online Handouts
THURS		Career Outlook for Catering	Catering (Wiley)
		Profile of a Successful Caterer	• Read Chapter 2
		Finding Your Catering Identity	
		Types of Catering	
		RESEARCH DUE	
WEEK 2	DATE	TOPIC	ASSIGNMENTS
Day 3	2/18	<ul> <li>Chapter 2 – Starting Your Catering Business</li> </ul>	<ul> <li>Online Handouts</li> </ul>
TUES		Location, Location	Catering (Wiley)
		Creating a Business Plan	• Read Chapter 3
		Permits, Licenses and Insurance Policies	
		Growing Your Business	
Day 4	2/20	Chapter 3 – Pricing for Profit	Online Handouts
THURS		Maximizing Profitability	Catering (Wiley)
		Pricing Strategies	• Read Chapter 4
		Calculating Food Cost	
		Portion Control	
WEEK 3	DATE	TOPIC	ASSIGNMENTS
Day 5	2/25	<ul> <li>Chapter 4 – Setting Up the Catering Kitchen</li> </ul>	• Quiz 1 on Chapters 1
TUES		Kitchen Design and Construction	through 4.
		Essential Equipment, Caterer's Equipment List and Functions	
Day 6	2/27	<ul> <li>Continue Chapter 4 – Setting Up the Catering Kitchen</li> </ul>	<ul><li>Prepare for</li></ul>
THURS		Organizing and Managing Kitchen Receiving and Storage	PowerPoint
		Safety Tips: Creating a Worker Safety Manual and Food Safety	Presentation on
		Manual	Chapter 5
WEEK 4	DATE	TOPIC	ASSIGNMENTS
Day 7	3/4	Teams will Present PowerPoint or Video Lesson	<ul><li>Prepare for</li></ul>
TUES		Chapter 5 – Staffing	PowerPoint
		Finding and Hiring Staff	Presentation on
		How to Hire Staff	Chapter 6
		Tax Issues Involved in Hiring Workers	
		Staff Training and Managing and Retaining Staff	
			1
Day 8	3/6	Teams will Present PowerPoint or Video Lesson	Online Handouts
Day 8 THURS	3/6	Teams will Present PowerPoint or Video Lesson     Chapter 6 – Marketing	• Online Handouts Catering (Wiley)
,	3/6	Chapter 6 − Marketing  • The 4 Ps of Marketing	
	3/6	Chapter 6 – Marketing	Catering (Wiley)

TUES  • Role of Event Planner: What Event Planners Do • Event Planning Process and Menu Design • Dealing with Money and Contracts • Executing the Event • Dealing with Money and Contracts • Executing the Event  Day 10 THURS  The Importance of Staff Training • The Basics of Table Service  Catering • Read Contracts • Read Contracts • Executing the Event  • Online Catering • Read Contracts • Executing the Event  • Online Catering • Read Contracts • Executing the Event	e Handouts g (Wiley) Chapter 8
<ul> <li>Event Planning Process and Menu Design</li> <li>Dealing with Money and Contracts</li> <li>Executing the Event</li> <li>Dealing with Money and Contracts</li> <li>Executing the Event</li> </ul> Day 10 THURS <ul> <li>Chapter 8 – How Can We Serve You?</li> <li>The Importance of Staff Training</li> <li>The Basics of Table Service</li> <li>Read C</li> </ul>	
<ul> <li>Event Planning Process and Menu Design</li> <li>Dealing with Money and Contracts</li> <li>Executing the Event</li> <li>Dealing with Money and Contracts</li> <li>Executing the Event</li> </ul> Day 10 <ul> <li>Thurs</li> <li>The Importance of Staff Training</li> <li>The Basics of Table Service</li> <li>Read Contracts</li> <li>Executing the Event</li> </ul>	
Dealing with Money and Contracts     Executing the Event     Dealing with Money and Contracts     Executing the Event  Day 10 THURS  Chapter 8 – How Can We Serve You?     The Importance of Staff Training     The Basics of Table Service  • Read Contracts  • Executing the Event  • Online Cateria	
Executing the Event     Dealing with Money and Contracts     Executing the Event  Day 10 THURS  The Importance of Staff Training The Basics of Table Service  • Executing the Event  • Online Cateria	
Dealing with Money and Contracts     Executing the Event  Day 10 THURS  The Importance of Staff Training The Basics of Table Service  • Dealing with Money and Contracts  • Executing the Event  • Online Cateria	
<ul> <li>Executing the Event</li> <li>Day 10 3/13 Chapter 8 – How Can We Serve You?</li> <li>THURS The Importance of Staff Training</li> <li>The Basics of Table Service</li> <li>Read Control</li> </ul>	
Day 10 3/13 Chapter 8 – How Can We Serve You?  THURS • The Importance of Staff Training • The Basics of Table Service • Read C	
THURS  • The Importance of Staff Training • The Basics of Table Service  • Read C	
• The Basics of Table Service • Read 0	e Handouts
	ng (Wiley)
	Chapter 10
● General Maintenance To-Do List, Seasonal Building Schedule ● Quiz 2	on Chapters 5
and Break Down To Be Performed in Each Area through	gh 7
Food-Service Staff Checklists	
WEEK 6 DATE TOPIC ASS	SIGNMENTS
Day 11 3/18 Chapter 9 – Food Preparation and Service • Online	e Handouts
TUES • The Recipe Manual Catering	g (Wiley)
The Production Plan     Read C	Chapter 10
Theme-, Event- and Venue-Driven Menus	•
Techniques for Successfully Holding Foods	
Transporting Food	
· · ·	Handouts
THURS Dining Room Management Catering	
	Chapter 11
	SIGNMENTS
Day 13 3/25 Chapter 11 – Sample Menus and Service NRAEF b	
	apters 1
	o the Key
Terms fo	•
	s and Case
	Due on Day 15
	liscussion
THURS  • Chapter 1: Introduction to Hospitality and Restaurant Marketing	1300331011
Chapter 1: Introduction to Hospitality and Restaurant Marketing     Chapter 2: The Marketing Process in Restaurants	
Chapter 2. The Marketing Process in Restaurants	
	SIGNMENTS
Day 15 4/1 • Review for Midterm (50 questions from Chapters 8 through 11) NRAEF b	ook:
TUES Read Ch	apters 3 and 4;
do the K	Key Terms for
both cha	apters and Case
Studies,	Due on Day 19
Day 16 4/3 ◆ MIDTERM EXAM	-
THURS	
MEEK O DATE	CLONIN ATNITO
	SIGNMENTS
Day 17 4/8 • SPRING BREAK – NO CLASS TUES	
I IOLS	
Day 18 4/10 • SPRING BREAK – NO CLASS	
THURS	

WEEK 10	DATE	TOPIC	ASSIGNMENTS
Day 19 TUES	4/15	<ul> <li>Chapter 3: The Marketing Process in Restaurants</li> <li>Chapter 4: Understanding Customer Behavior</li> <li>Prep for Raw/Vegan Superfoods Event</li> </ul>	NRAEF book: Read Chapters 5 and 6; do the Key Terms for both chapters and Case Studies, Due on Day 21
Day 20 THURS	4/17	<ul> <li>Onsite Catering – Raw/Vegan Superfoods Event – 11am to 2pm</li> </ul>	
WEEK 11	DATE	TOPIC	ASSIGNMENTS
Day 21 TUES	4/22	<ul> <li>Teams will Present PowerPoint or Video Lesson</li> <li>Chapter 5: Preparing a Marketing Plan</li> <li>Chapter 6: Setting Menu Prices</li> </ul>	NRAEF book: Read Chapters 7 and 8; do the Key Terms for both chapters and Case Studies, Due on Day 21 Quiz #3 on Chapters 1 through 4
Day 22 THURS	4/24	<ul> <li>Teams will Present PowerPoint or Video Lesson</li> <li>Chapter 7: Communication Channels</li> <li>Chapter 8: Advertising and Sales</li> </ul>	NRAEF book: Read Chapters 9 and 10; do the Key Terms for both chapters and Case Studies, Due on Day 23
WEEK 12	DATE	TOPIC	ASSIGNMENTS
Day 23 TUES	4/29	<ul><li>Teams will Present PowerPoint or Video Lesson</li><li>Chapter 9:</li></ul>	
Day 24 THURS	5/1	<ul> <li>Teams will Present PowerPoint or Video Lesson</li> <li>Chapter 10:</li> </ul>	NRAEF book: Read Chapter 11; do the Key Terms and Case Studies, Due on Day 25
WEEK 13	DATE	TOPIC	ASSIGNMENTS
Day 25 TUES	5/6	<ul><li>Teams will Present PowerPoint or Video Lesson</li><li>Chapter 11</li></ul>	Quiz #4 on Chapters 5 through 8
Day 26 THURS	5/8	Individual Catering Projects Presentation	
WEEK 14	DATE	TOPIC	ASSIGNMENTS
Day 27 TUES	5/13	Individual Catering Projects Presentation	
Day 28 THURS	5/15	Individual Catering Projects Presentation	
WEEK 15	DATE	TOPIC	ASSIGNMENTS
Day 29 TUES	5/20	Individual Catering Projects Presentation	
Day 30 THURS	5/22	Individual Catering Projects Presentation	
WEEK 16	DATE	TOPIC	ASSIGNMENTS

Day 31	5/27	NO CLASS – NON-INSTRUCTIONAL DAY Final Paper	
TUES			
Day 32	5/29	Individual Catering Projects Presentation	
THURS			
WEEK 17	DATE	TOPIC	ASSIGNMENTS
Day 33	6/3	Final Practicum	Enjoy the Summer
TUES			Break!
Day 34	6/5	• Final Paper	Register for Fall
THURS			2014!!!

#### **HOLIDAYS (College CLOSED)**

President's Day – February 14 to 17 Cesar Chavez Day – March 31 Spring Break – April 7 to 13 Memorial Day – May 26 Non-Instructional Day – May 27 (No classes/College services open) Independence Day – July 4

#### **GENERAL CALENDAR DATES**

SEIVER TE OF REEL OF R	
Online Applications Accepted	Year Round
Assessment and Orientation	Year Round
Residency Determination Date	February 9
DAY AND EVENING CLASSES BEGIN	February 10
Saturday classes begin	February 22
Last day to process Audit Add Request	February 21
Last day for Section Transfer	
Last day to petition for Credit/No-Credit	March 14
Deadline to petition for Spring/Summer 2014 Graduation	April 4
Classes end	June 2
FINAL EXAMS	June 3 to 9
Graduation Day	June 10
PRIORITY Registration Dates	
- Enrollment is by appointment ONLY, through the Internet.	
(You may not register before your appointment date and time.)	
CalWORKS, EOPS, DSPS, Foster Youth and Veterans	November 13 to 17
Continuing Students	November 18 to
December 8	
New and re-entering students	December 9
ADD Dates	
Late ADDs are not permitted	
Deadline to add online	•
Deadline to add full term (16-week) classes in person	February 21
DROP CLASSES ON-LINE ONLY	
(16-week classes)	
Drop classes without receiving a "W" with refund (By Internet only)	February 23*
Drop classes without incurring fees or with a refund (Registration/parking/non-resider	nt fees/semester-length
classes)	
(By Internet only)	February 23*
Drop classes with a "W" – A letter grade is required after this date forward -	
(By Internet only)	May 11

If you stop attending a class (or wish to drop a class), YOU MUST DROP THE CLASS YOURSELF – OFFICIALLY

- on or before May 11, 2014 (by Internet only). Failure to do so may result in a grade of "F" in that class

\*PLEASE NOTE: The District required earlier and revised deadlines starting Summer 2012. A "W" will appear on your transcript record after this date. REMINDER: There is a new LACCD enrollment limit. The limit is now three times to take a class and includes both substandard grades and withdrawals. (See Important Notice, page 3)

NOTE: Remember to check the Fall 2014 Schedule and register early! Classes may be cancelled due to low enrollment or classes may be full and closed. There are no "wait lists" available at LA Mission College.

#### **COLLEGE RESOURCES FOR STUDENTS**

Admissions and Records: Students can register for classes, request transcripts, file petitions for graduation, and drop classes at this office. For more information call 818-833-3322 or visit: http://www.lamission.edu/admissions/

Assessment Center: Offers student assessments in English, English-as-a-Second-Language (ESL) and Mathematics. Please contact the Assessment Center at (818) 364-7613 for more information or visit http://www.lamission.edu/assessment/

Bookstore: For hours of operation, book availability, buybacks, and other information call 818-364-7767 or 7768 or visit http://eagleslanding.lamission.edu/default.asp

Counseling Department Office: For appointments and information call 818-364-7655 or visit http://www.lamission.edu/counseling/

Disabled Students Programs and Services (DSP&S): For appointments, eligibility and information call 818-364-7732 or visit http://www.lamission.edu/dsps/

Extended Opportunity Programs and Services (EOPS): For appointments, eligibility and information call 818-364-7645 or visit http://www.lamission.edu/eops/

Financial Aid: For information and applications call 818-364-7648 or visit http://www.lamission.edu/financialaid/

Library: For information on hours, resources, workshops, and other services contact 818-364-7106 or visit http://www.lamission.edu/library/

Tutoring Services in Learning Center: Laboratories for Learning, Writing, Math & Science. Walk-in and appointment services offered. Call 818-364-7754 or visit www.lamission.edu/learningcenter/

#### **PLEASE NOTE:**

THIS COURSE OUTLINE IS A GUIDE FOR THE CLASS AND MAY BE MODIFIED OR REVISED TO ENHANCE THE LEARNING OUTCOMES OR CHANGED DUE TO EVENTS THAT ARE OUTSIDE THE CONTROL OF THE CULINARY ARTS DEPARTMENT AND THE CHEF INSTRUCTOR.

THE SYLLABUS IS SUBJECT TO CHANGE ACCORDING TO LA MISSION COLLEGE'S AND THE CULINARY ARTS INSTITUTE'S SCHEDULE, FACULTY FUNCTIONS, CATERING EVENTS AND PRODUCT/INGREDIENT AVAILABILITY.