

Western Technical College

10317139 Catering Theory

Course Outcome Summary

Course Information

Description	Catering Theory shares an overview of the catering profession that explains various kinds of career opportunities as well as skills needed to succeed as a caterer. You will also explore various aspects of operating a catering business including pricing, hiring and managing staff, marketing, planning successful events, preparing safe and attractive food as well as managing the dining room.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	1
Total Hours	18

Textbooks

Catering: A Guide to Managing a Successful Business Operation. 2nd Edition. Copyright 2016. Mattel, Bruce. Publisher: John Wiley & Sons, Inc. **ISBN-13:**978-1-118-13797-0. Required.

Learner Supplies

Calculator. **Vendor:** Campus Shop. Required

Black Pants - \$25-30. **Vendor:** To be discussed in class. Required.

White shirt (short sleeve with button down collar) - \$15-20. **Vendor:** To be discussed in class. Required.

White apron - \$7. **Vendor:** Campus Shop. Required.

Black shoes with non-slip soles (no tennis) - \$35-40. **Vendor:** To be discussed in class. Required.

Name Pin - \$5.00. **Vendor:** To be discussed in class. Required.

Program Outcomes

1. Apply principles of safety and sanitation in food service operations
2. Demonstrate culinary skills
3. Relate food service operations to sustainability

Course Competencies

1. Calculate prices for catering menu.

Assessment Strategies

- 1.1. Written Product
- 1.2. Written Objective Test

Criteria

You will know you are successful when

- 1.1. you calculate prices for menu items.
- 1.2. you use the pricing formula to determine selling price.
- 1.3. you explain two components of business overhead.
- 1.4. you calculate food and beverage cost percentages as they relate to sales.
- 1.5. you identify fixed and variable costs associated with a catering event.

Learning Objectives

- 1.a. Calculate prices for specific catering menu items.
- 1.b. Use the pricing formula (overhead + materials + labor + profit = price) to determine selling price.
- 1.c. Calculate food and beverage costs and their percentages as they relate to sales.
- 1.d. Calculate the cost of a menu item to include packaging, handling, delivery, and labor.
- 1.e. Identify fixed and variable costs associated with catering events.

2. Produce a plan for a catering event.

Assessment Strategies

- 2.1. Project
- 2.2. Written Objective Test

Criteria

You will know you are successful when

- 2.1. you identify ways to address guests' dietary restrictions and preferences.
- 2.2. you write a proposal detailing costs, menu, and other services.
- 2.3. you develop a banquet event order (BEO) for a catering event.
- 2.4. you select a menu for the event.
- 2.5. you determine the staffing for an event.
- 2.6. you deal with contracts and money.

Learning Objectives

- 2.a. Identify ways to address guests' dietary restrictions and preferences.
- 2.b. Discuss how to write a proposal detailing costs, menu, and other services.
- 2.c. Develop a banquet event order (BEO) for a catering event.
- 2.d. Select the appropriate menu for an event.
- 2.e. Determine the number of staff needed for a catering event.
- 2.f. Explain how to deal with contracts and money in a catering business.

3. Examine the importance of staffing for a catering business.

Assessment Strategies

- 3.1. Project
- 3.2. Written Objective Test

Criteria

You will know you are successful when

- 3.1. you identify front and back of the house positions along with their responsibilities.
- 3.2. you explore the fundamental aspects of advertising, finding, and hiring staff.
- 3.3. you understand the importance of staff training.
- 3.4. you list the advantages of working with a staffing agency.
- 3.5. you list the disadvantages of working with a staffing agency.
- 3.6. you utilize job descriptions and specifications to develop interview questions for a position.

Learning Objectives

- 3.a. Identify the front of the house and back of the house positions as well as their basic responsibilities.
- 3.b. Examine ways to advertise for a catering staff.

- 3.c. Explore the fundamental aspects of finding and hiring staff.
- 3.d. Examine the importance of staff training.
- 3.e. Explore the advantages and disadvantages of working with staffing agencies.
- 3.f. Use job descriptions and specifications to develop interview questions.

4. Explore types of catering businesses.

Assessment Strategies

- 4.1. Written Objective Test
- 4.2. Project

Criteria

You will know you are successful when

- 4.1. you list different styles of service used by caterers.
- 4.2. you explain the difference between a standard and interactive buffet.
- 4.3. you explain synchronized service.
- 4.4. you list the advantages of on and off premise catering.
- 4.5. you list the disadvantages of on and off premise catering.
- 4.6. you itemize the pros and cons of owning your own catering business versus being an employee.

Learning Objectives

- 4.a. Examine styles of service used by caterers.
- 4.b. Compare a standard buffet to an interactive buffet.
- 4.c. Explain synchronized service to determine when and where it may be used.
- 4.d. Discuss the career outlook for the catering industry.
- 4.e. List the advantages and disadvantages of on and off premise catering.
- 4.f. Contrast the pros and cons of owning your own catering business versus being an employee.

5. Examine business plans to start a catering business.

Assessment Strategies

- 5.1. Product
- 5.2. Written Objective Test

Criteria

You will know you are successful when

- 5.1. you value the importance of demographics when planning a catering start-up.
- 5.2. you explain a business plan.
- 5.3. you prepare a list of permits, licenses, and insurance policies that are required to legally operate a catering business.
- 5.4. you develop strategies to grow a catering business in its initial phases.

Learning Objectives

- 5.a. Acquire an understanding of the importance of demographics in planning a catering start-up.
- 5.b. Explain a business plan.
- 5.c. Prepare a list of permits, licenses, and insurance policies that are required to legally operate a catering business.
- 5.d. Illustrate strategies to grow a catering business in its initial phases.