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LSC Use Only Proposal No:  
LSC Action-Date:

UWUCC Use Only Proposal No: ~~11-111P~~  
UWUCC Action-Date: *Post-3/6/12* Senate Action Date:  
*W-7/13/14*

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) <b>Yasong Wang</b>	Email Address <b>yswang@iup.edu</b>
Proposing Department/Unit <b>Hospitality Management</b>	Phone <b>724-357-6233</b>

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course     
 Course Prefix Change     
 Course Deletion  
 Course Revision     
 Course Number and/or Title Change     
 Catalog Description Change

*prerequisites*

Current course prefix, number and full title: **HRIM346 Catering for Special Events**

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills   
 Knowledge Area   
 Global and Multicultural Awareness   
 Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship     
 Information Literacy     
 Oral Communication  
 Quantitative Reasoning     
 Scientific Literacy     
 Technological Literacy

3. Other Designations, as appropriate

Honors College Course     
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change     
 Program Revision     
 Program Title Change     
 New Track  
 New Degree Program     
 New Minor Program     
 Liberal Studies Requirement Changes     
 Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Yasong Wang</i>	2-7-12
Department Chairperson(s)	<i>[Signature]</i>	2-7-12
College Curriculum Committee Chair	<i>[Signature]</i>	2-20-12
College Dean	<i>Henry E. Suter</i>	2/28/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		

Received  
FEB 28 2012  
Liberal Studies

## **Course Revision: HRIM 346 Catering for Special Events**

### **Part II. Description of the Curriculum Change**

1. Syllabus of Record.  
The new syllabus of record for this revised course is attached in Appendix A.
2. A Summary of the proposed revisions:  
The course prerequisite is being changed from HRIM313, equivalent, or by instructor permission to no prerequisite required.
3. Justification/rationale for the revision:  
Faculty reassessment of this course indicates that the course revision (prerequisites only) is necessary, because this course does not need the prior academic preparation reflected by the formerly required prerequisites.
4. The old syllabus of record.  
The old syllabus of record is attached in Appendix B.

## Appendix A: New Syllabus Record

### I. Catalog Description

HRIM 346 Catering for Special Events

3 class hours  
0 lab hours  
3 credits  
3c-01-3cr

Prerequisite: None

A practical understanding of the management tasks of a caterer and their relationship to the special event industry.

### II. Course outcomes:

Students will be able to

1. Analyze the special event market to identify types of niche caterers and their clients.
2. Evaluate variables used by client to select a caterer for social, corporate, On-premise, Off-premise, mobile catering and seasonal niche business.
3. Appraise the criteria uses in the selection of the client.
4. Differentiate various types of special event parties, function and banquet service style.
5. Identify catering serviceware including chinaware, flatware, glassware, serving pieces and accessories.
6. Understand the catering kitchen/commissary.

7. Summarize the types of furniture and specific room layout and design specifications for catered events.
8. Recognize risk associated with catering events and summarize insurance needs.
9. Explain the use of a catering proposal and the importance of a contract.
10. Describe the use of outsourcing services commonly used by caterers.

### III. Course Outline

- |    |   |           |
|----|---|-----------|
| A. | Types of Catering<br>1. Catering Segments<br>2. Exclusive Catering Rights<br>3. Home-based Caterers   | (3 hours) |
| B. | The Caterer and the Client<br>1. Why Clients decide on a Caterer<br>2. Deciding to Book the Special Event<br>3. Types of Catering           | (3 hours) |
| C. | Establishing a Catering Niche<br>1. Who is the Caterer?<br>2. Growing the Business<br>3. Mission and Purpose                                | (3 hours) |
| E. | Choosing the Client<br>1. Creating a Customer Base<br>2. Upgrading the Event<br>3. Writing a Proposal                                       | (3 hours) |
| F. | Exam 1  | (1 hour)  |
| G. | Catering Management Task: Planning<br><br>1. Formulating a Catering Plan<br>2. Time-Line Planning<br>3. Hazardous Analysis Critical Control | (3 hours) |
| H. | Catering Management Task: Operations<br>1. Operational Tasks<br>2. Menu Design & Pricing<br>3. The Catering Kitchen: Flow of Food           | (3 hours) |
| J. | Catering Management Task: Organizing the Event  | (3 hours) |

1. Market Intermediaries
  2. Procurement
  3. Inventory Management
- K. Exam 2 (1 hour)
- L. Furniture, Fixtures & Equipment (3 hours)
1. Equipment & Design Considerations
  2. Equipment Storage & Transportation
  3. Work Stations
- M. Catering Management Task: Implementing (3 hour)
1. Service Considerations & Styles
  2. Physical Facility Arrangement
  3. Event Requirements
- N. Catering Management Task: Controlling (3 hours)
1. The Financial Component
  2. Pricing the Event
  3. Control Techniques
- O. Catering Management Task: Insurance and Legal Issues (3 hours)
1. Risk Management
  2. Insurance Services Officer (ISO)
  3. Contracts
- P. Exam 3 (1 hour)
- Q. Outsourcing Services (3 hours)
1. Music & Entertainment
  2. Transportation
  3. Florist & Photography
- R. Emerging Benchmarks and Trends (3 hours)
1. Reinventing the Catering Profession
  2. Global Marketplace
  3. Professional Development
- O. Culminating Activity (2 hours)
1. Comprehensive Final Exam – During Final Exam Week

#### **IV. Evaluation Methods**

The final grade for the course will be based on the following:

##### **Chapter Review Questions – 25%**

The Completion of fourteen chapter “Review Questions” including multiple choice & true and false questions to be answered in a professionally prepared and presented format. This will include a cover sheet with student name, date, HRIM 346 Catering for Special Events and corresponding student answers to the questions.

##### **TEST – 20%**

###### **100 Points**

One comprehensive final examination consisting of multiple choice, completion, short essay, true-false and problem format questions.

##### **Internet Assignments – 15%**

###### **125 Points**

1. Caterers – select 13 caterers – 25 points
2. Catering Proposal – 25 points
3. Curran-Taylor - 25 points
4. Homer Laughlin China Company - 25 points
5. Catering Contracts - 25 points

##### **Catering Topic Presentation & Supporting Paper - 30%**

###### **100 Points**

You will work with one other student on this assignment. Select a topic related to the catering industry. This topic must be pre-approved before you begin by the instructor. You will write a 5 – 8 page supporting paper on the topic. Paper format will be cover page, introduction, topic content, summary & conclusion, sites referenced must be included, APA style suggested. Each team will present their topic to the class. See presentation requirements at conclusion of this document.

##### **Student Participation - 10%**

**See rubric - 100 points**

##### **Grading scale**

- A = 90% to 100%
- B = 80% to 89%
- C = 70% to 79%
- D = 60% to 69%
- F = below 59%

## **VI. Attendance Policy**

Although there is no formal attendance policy for this class, student learning is enhanced by regular class attendance and participation in class discussions. Attendance and class participation is recorded by the instructor. The instructor recognizes students' needs to miss class because of illness or personal emergency.

## **VII. Required textbook, supplemental books and readings**

Shiring, S.B., Jardine, R.W., & Mills, R., Jr. (2001). *Introduction to catering: Ingredients for success*. United States: Thompson Delmar Learning.

## **VIII. Special resource requirements**

None

## **IX. Bibliography**

Dittmer, P.R., & Keefe, J., III. (2005). *Principles of food, beverage, and labor cost controls* (8<sup>th</sup> ed.). New Jersey: John Wiley & Sons.

Feinstein, A. H., & Stefanelli, J. (2004). *Purchasing*. New Jersey: John Wiley & Sons, Inc.

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Lynch, F. T. (2004). *The book of yields: Accuracy in food costing and purchasing* (6<sup>th</sup> ed.). New Jersey: John Wiley & Sons, Inc.

Miller, J. E., Dopson, L. R., & Hayes, D. K. (2004). *Food and beverage cost control* (3rd ed.). New Jersey: John Wiley & Sons, Inc.

National Restaurant Association Educational Foundation. (2006). *Servesafe' coursebook*. New Jersey: John Wiley & Sons, Inc.

North American Meat Processors Association (NAMP). (2006). *The meat buyer's guide*. New Jersey: John Wiley & Sons, Inc.

Paster, T. (2006). *The haccp food safety training manual*. New Jersey: John Wiley & Sons, Inc.

Scanlon, N. L. (2006). *Catering management (3<sup>rd</sup> ed.)*. New Jersey: John Wiley & Sons, Inc.

Styler, S. (2006). *Working the plate: The art of food presentation*. New Jersey: John Wiley & Sons, Inc.

Thomas, C. (2006). *Melissa's great book of produce*. New Jersey: John Wiley & Sons, Inc.



## Appendix B: Old Syllabus Record

### I. Catalog Description

HRIM 346 Catering for Special Events

3 class hours  
0 lab hours  
3 credits  
3c-01-3cr

Prerequisite: HRIM 313, equivalent, or by instructor permission

A practical understanding of the management tasks of a caterer and their relationship to the special event industry.

### II. Course outcomes:

Students will be able to

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| C. | Establishing a Catering Niche<br>1. Who is the Caterer?<br>2. Growing the Business<br>3. Mission and Purpose                                | (3 hours) |
| E. | Choosing the Client<br>1. Creating a Customer Base<br>2. Upgrading the Event<br>3. Writing a Proposal                                       | (3 hours) |
| F. | Exam 1  | (1 hour)  |
| G. | Catering Management Task: Planning<br><br>1. Formulating a Catering Plan<br>2. Time-Line Planning<br>3. Hazardous Analysis Critical Control | (3 hours) |
| H. | Catering Management Task: Operations<br>1. Operational Tasks<br>2. Menu Design & Pricing<br>3. The Catering Kitchen: Flow of Food           | (3 hours) |
| J. | Catering Management Task: Organizing the Event  | (3 hours) |

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  3. Control Techniques
- O. Catering Management Task: Insurance and Legal Issues (3 hours)
1. Risk Management
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- Q. Outsourcing Services (3 hours)
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