**GROSSMONT COLLEGE**

**COURSE OUTLINE OF RECORD**

Curriculum Committee Approval: 03/16/2021

GCCCD Governing Board Approval: 05/18/2021

**CULINARY ARTS 170 – FOOD SERVICE MANAGEMENT**

1. **Course Number Course Title Semester Units**

CA 170 Food Service Management 3

**Semester Hours**

3 hours lecture 48-54 total hours 96-108 outside-of-class hours 144-162 total hours

2. **Course Prerequisites**

None

**Corequisite**

None

**Recommended Preparation**

None

3. **Catalog Description**

This course is designed to prepare students to enter the professional field of food management through self-employment and off-premise events. Students will be introduced to the catering and personal chef industry including menu development, kitchen organization, cost accounting, service, rentals, staffing, contracts, legal requirements, advertising, promotion and client retention.

4. **Course Objectives**

The student will:

a. Develop a market plan for catering

a. Analyze methods of production

b. Develop staffing requirements

c. Evaluate contracts for catering production

d. Develop menus for parties

5. **Instructional Facilities**

Standard Classroom

6. **Special Materials Required of Student**

None

7. **Course Content**

1. Operations involved in the catering business.
2. Evaluate food service business plans.
3. Restaurant, hotel and catering marketing techniques.
4. Front and back of house hospitality services.
5. Banquet Event Orders.

8. **Method of Instruction**

1. Lecture and group discussions
2. Individual instruction
3. Group instruction
4. Individual reading
5. Multimedia presentations
6. Industry field trips
7. Guest speakers

9. **Methods of Evaluating Student Performance**

a. Combination of objective and essay examinations including timelines for executing specific catering events and private dinner parties from start to finish.

b. Preparation of personal business plan - mission statement, funding and professional contracts.

c. Final examination consisting of catered event from budget to presentation and evaluation – multiple choice, fill in blank, essay questions from text and lectures.

d. Quizzes on weekly reading assignments from text.

10. **Outside Class Assignments**

1. Assigned reading from text.
2. Food service marketing project.
3. Business Event Order project – 150 person specific catered event menu with calculated food costing based on competency rubric.

11. **Representative Texts**

a. Representative Texts:

Hansen, Bill. *Off-Premise Catering Management.* 3rd edition. New York: Wiley and Sons, 2013

b. Supplementary texts and workbooks:

None

**Addendum: Student Learning Outcomes**

Upon completion of this course, our students will be able to do the following:

* 1. Apply a food service marketing plan.
  2. Understand food service business licensing.
  3. Demonstrate understand of banquet event management for private catering, restaurant and hotel.