

HOSP-2651: BANQUET MANAGEMENT AND PRODUCTION

Cuyahoga Community College

Viewing: HOSP-2651 : Banquet Management and Production

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

HOSP - Hospitality Management

Course Number:

2651

Title:

Banquet Management and Production

Catalog Description:

Capstone course in Culinary Art. Practice of management and supervisory skills in an in-house restaurant. Students work in management teams to create, plan, design, market, sell, train, and execute a dining event for a minimum of 50 guests. Students rotate through production and service stations, as well as management positions, with responsibility for production, cost control/ accounting procedures, and customer relations within the restaurant. Industry experience participating at a community event or function required.

Credit Hour(s):

4

Lab Hour(s):

9

Other Hour(s):

1

Other Hour Details:

Seminar: 1 hour per week

Requisites

Prerequisite and Corequisite

HOSP-1940 Culinary/Professional Baking Field Experience; HOSP-1650 Dining Room Operations; HOSP-2350 Restaurant Operations; HOSP-2500 Hospitality Cost Control; and HOSP-2400 Hospitality Management and Supervision or concurrent enrollment.

Outcomes

Course Outcome(s):

Formulate a sales and marketing plan.

Objective(s):

- a. Create appropriate marketing materials.
- b. Plan and execute a sales blitz.
- c. Sell tickets.
- d. Establish and utilize approved cash management techniques.

Course Outcome(s):

Demonstrate management and leadership skills in training others.

Objective(s):

- a. Demonstrate an understanding of business ethics.
- b. Utilize appropriate business communication tools.
- c. Work effectively in a multi-cultural workforce within the hospitality environment.
- d. Perform food service front line positions.
- e. Assess skill level of current 'employees' to determine appropriate job placement.
- f. Develop an organizational chart and chain of command.
- g. Create appropriate training materials for each station.
- h. Apply oral presentation skills to demonstrate and train others how to prepare all menu items, emphasizing food safety, sanitation, and quality.
- i. Demonstrate and train others in appropriate serving techniques, emphasizing food safety, sanitation, and quality.
- j. Construct facility layout design using computer generated images and schedule dining room set up.
- k. Construct an 'employee' schedule.
- l. Produce an 'employee' evaluation rubric appropriate for each station.

Course Outcome(s):

Prepare cost analysis as a basis for menu pricing.

Objective(s):

- a. Formulate recipes for each menu item.
- b. Compare and contrast, from cost and quality perspectives, the utilization of pre-prepared food items and food items made from scratch.
- c. Utilize current market pricing to cost menu items.
- d. Cost all other items associated with the banquet including centerpieces, decor, music, linens, etc.

Course Outcome(s):

Prepare a Banquet Event Order (B.E.O.) for an event. Execute the event with respect to the B.E.O.

Objective(s):

- a. Develop and utilize forms to implement management responsibilities; i.e., inventory, purchasing, and mise en place.
- b. Identify the components of legally binding catering contract.

Course Outcome(s):

Apply learned Hospitality Management techniques in operations management and supervision.

Objective(s):

- a. Analyze processes and make adjustments based on common sense and commonly accepted industry practices.
- b. Lead by example.
- c. Motivate 'employees' to exceed customer expectations.
- d. Assess 'employee' performance and provide written evaluations based on established rubrics.
- e. Inspect procedures for proper food handling techniques and food quality and service assurance.

Course Outcome(s):

Prepare financial statements.

Objective(s):

- a. Develop and utilize forms to implement management responsibilities; i.e., inventory, purchasing, and mise en place.
 - b. Identify the components of legally binding catering contract.
 - c. Prepare income statement (pro forma) based on theoretical selling price, cost of goods, theoretical labor costs, and depreciation.
 - d. Track cost of goods using real time invoices from purveyors.
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Course Outcome(s):

Work in a team to create, plan and design a dining event, catering to a specific target market.

Objective(s):

- a. Analyze the marketplace.
- b. Identify target market.
- c. Develop a theme, complete with decor, atmosphere and menu to meet the needs of the target market as dictated by demographic data.
- d. Identify decor, linens, centerpieces, music, and specialty uniforms if applicable.
- e. Write and coordinate printing of a menu appropriate for the theme.
- f. Establish budgetary guidelines according to course requirements.

Course Outcome(s):

Participate in team-structured projects and complete the event in a timely manner, meeting specified standards for food, service, and professionalism.

Objective(s):

- a. Identify job descriptions and assign roles for the student management team (general manager, chef, dining room manager, purchasing manager).
- b. Create and execute lists (i.e. tasks) that are required for each job description.
- c. Delegate tasks with respect to management role.
- d. Create training sessions (i.e. food tasting or table settings) that meet industry standard with respect to job description.
- e. Identify time limitations and manage work flow to meet those limitations (e.g. make time lines).

Course Outcome(s):

Identify and participate in charitable events (i.e. work in a soup kitchen to serve dinner).

Essential Learning Outcome Mapping:

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Objective(s):

- a. Execute a charitable event that benefits a local charitable organization.
- b. Perform the job required to industry standard (cook, server, or dishwasher) to successfully execute event.
- c. Discuss and analyze the importance of community events with respect to the hospitality industry.

Course Outcome(s):

Establish selling price based on cost and market analysis.

Objective(s):

- a. Conduct market analysis to collect comparable product pricing.
- b. Cost food recipes, beverages, linens, and decorations.
- c. Analyze data to determine final selling price that will generate a profit.

Course Outcome(s):

Execute the corresponding management responsibilities for the following positions: general manager, executive chef, dining room manager, and purchasing agent/steward.

Objective(s):

- a. Identify, define, and analyze job descriptions for general manager, chef, dining room manager, and purchasing agent.
- b. Perform tasks with respect to responsibilities for assigned position.
- c. Create lists and timelines with respect to assigned position.
- d. Track costs and purchase supplies with respect to budget and client's expectations.

- e. Create management lists to delegate tasks and communicate effectively with students and/or volunteers when running events.
 - f. Perform manager meetings to coordinate event.
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Methods of Evaluation:

- a. Customer evaluations
- b. Classroom participation
- c. Peer evaluations
- d. Evaluation of operations manual
- e. Team project evaluation
- f. Community service reflection

Course Content Outline:

- a. Market analysis
 - i. Demographics
 - ii. Target market
 - iii. Theme development
 - iv. Menu merchandising
 - v. Budget
- b. Cost analysis & menu pricing
 - i. Cost menu items
 - ii. Cost of supplies
 - iii. Menu pricing
- c. Sales & marketing plan
 - i. Marketing materials
 - ii. Sales blitz
 - iii. Cash management
- d. Training
 - i. Business ethics
 - ii. Communication
 - iii. Diversity in the workplace
 - iv. Job descriptions
 - v. Skills assessment
 - vi. Organizational chart
 - vii. Training manuals
 - viii. Oral presentation skills
 - ix. Training techniques
 - x. Dining room service
 - xi. Dining room setup and layout
 - xii. 'Employee' schedule
 - xiii. 'Employee' performance evaluation
- e. Management responsibilities
 - i. General Manager
 - 1. Coordinate meetings and effort of the entire management team
 - 2. Act as a primary liaison between the team and the professor
 - 3. Assign additional responsibilities to team members as necessary
 - 4. Prepare banquet event order
 - 5. Prepare all financial statements
 - 6. Handle cash according to departmental procedures
 - 7. Develop assessment tools for management team
 - 8. Coordinate marketing efforts with the dining room manager
 - ii. Purchasing Agent/Steward
 - 1. Receiving all food, supplies, and materials
 - 2. Purchasing or requisitioning food items, kitchen supplies, and equipment
 - 3. Checking incoming merchandise against order sheets
 - 4. Ensuring items received and stored at the proper temperatures
 - 5. Maintaining delivery and inventory records

6. Keeping all storage areas and inventory in a neat and orderly fashion
 7. Issuing stored items to authorized personnel
 8. Ensuring proper food safety and sanitation guidelines are followed
 9. Maintaining the overall security of the storage area by ensuring all areas are properly locked and protected
- iii. Executive Chef
1. Supervising and coordinating activities involving food preparation, kitchen, and storeroom areas
 2. Training, and evaluating back-of-the-house personnel
 3. Planning or participating in menu planning and food production
 4. Apportioning meats, vegetables, and desserts to control food costs
 5. Supervising cooking personnel: sampling, smelling, and observing food to ensure conformity to recipes and standards of appearance and taste
 6. Supervising personnel to ensure cleanliness of kitchen and equipment
 7. Communicating with and assisting back-of-the-house personnel to maintain efficient food production
 8. Informing front-of-the-house personnel of menu changes, and shortages
 9. Supervising kitchen mise en place (preparation for service)
 10. Verifying portion sizes, quality standards, department rules, policies, and procedures by kitchen employees
 11. Verifying that kitchen employees maintain proper sanitation and appropriate nutrition practices
 12. Supervising production of food items
- iv. Dining Room Manager
1. Completing and posting work assignment schedules
 2. Assist General Manager with marketing and selling tickets
 3. Assigning service stations and monitoring the presentability of service personnel
 4. Check table settings and service tray stations
 5. Explaining to staff any menu changes, meal specials, or other factors that relate to food service or dining room operation
 6. Greeting and seating guests and managing customer flow
 7. Overseeing the general functioning of the dining room
 8. Assisting with duties of servers and bus persons
- f. Develop and utilize appropriate forms
- i. Banquet event order
 - ii. Inventory
 - iii. Evaluation
 - iv. Cost sheets
 - v. Production schedules
 - vi. Mise en place
 - vii. Legal catering contract
 - viii. Standard sanitation operating procedures (S.S.O.P.)
 - ix. Organizational chart
- g. Labor & Food costs as management tools
- i. Selling price
 - ii. Cost of goods
 - iii. Labor costs
 - iv. Depreciation
- h. Profitability
- i. Market analysis
 - ii. Cost analysis
 - iii. Profit and loss sheet (P&L)
- i. Charitable work as a means of giving back
- i. Importance to Hospitality Industry
 - ii. Effects on local community

Resources

Baskette, Michael, and Mainella, Eleanor. *The Art of Nutritional Cooking*. 3rd ed. New Jersey: Prentice Hall, 2008.

Scheule, Barbara, and Frye, Amanda. *Introductory Foods (What's New in Culinary & Hospitality)*. 15th ed. New Jersey: Prentice Hall, 2019.

The Culinary Institute of America. *Techniques of Healthy Cooking*. 4th ed. New Jersey: John Wiley & Sons, 2013.

The Culinary Institute of America. *The Professional Chef*. 9th ed. New Jersey: John Wiley & Sons, 2011.

Gisslen, Wayne. *Professional Cooking*. 9th ed. New Jersey: John Wiley & Sons, 2018.

Labensky, Sarah R., and Alan M. Hause. *On Cooking*. 6th ed. New Jersey: Prentice-Hall, 2018.

Labensky, Sara and Steve, Gaye Ingram. *Webster's New World Dictionary of Culinary Arts*. 2nd ed. New Jersey: Prentice Hall, 2001.

Molt, Mary. *Food for Fifty*. 14th ed. New Jersey: Prentice Hall, 2018.

Styler, Christopher; Lazarus, David. *Working the Plate; The Art of Food Presentation*. Hoboken, New Jersey: John Wiley & Sons, 2006.

Meyer, Danny. *Setting the Table: The Transforming Power of Hospitality in Business*. New York: Harper Paperbacks, 2008.

Scanlon, Nancy Loman. *Catering Management*. 4th ed. New Jersey: John Wiley & Sons, 2012.

Shock, Patti J. and Stefanelli, John. *A Meeting Planner's Guide to Catered Events*. 1st ed. New Jersey: John Wiley & Sons, 2008.

American Heart Association. "The New American Heart Association Cookbook" 9th ed. New York, NY: Harmony Books, 2019.

The Culinary Institute of America. *Mastering The Art and Craft of Baking and Pastry*. 3rd ed. Hoboken, New Jersey: John Wiley & Sons, 2015.

Resources Other

- a. Selection of various web sites for research of recipe and menu development, portfolio techniques, and hospitality management and evaluation techniques.
- b. Current professional and hospitality industry magazines and journals.

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