

COURSE OUTLINE

OXNARD COLLEGE

I. Course Identification and Justification:

- A. Proposed course id: CRM R102C
Banner title: Catering Techniques
Full title: Catering Techniques

Previous course id: CRM R102C
Banner title: Catering Techniques
Full title: Catering Techniques

- B. Reason(s) course is offered:

The program has experienced a continually high volume of catering requests that are usually performed by the Instructional Lab Technician (ILT) with the CRM club. A considerable amount of instruction is occurring but students are not receiving credit in these activities. This course will enhance the rigor of the Culinary Arts program and provide a needed learning opportunity for students.

- C. Reason(s) for current outline revision:

I'm going to change the length of the lecture based on current needs (units changed from 4 to 3). Catalog description received minor revisions. Adding a DE appendix.

- D. C-ID:

1. C-ID Descriptor:
2. C-ID Status:

- E. Co-listed as:

Current: None
Previous:

II. Catalog Information:

- A. Units:

Current: 3.00
Previous: 4.00

- B. Course Hours:

1. Weekly Meeting Hours:
Current: Lecture: 1.00 Lab: 6.00 Other:
Previous: Lecture: 2.00 Lab: 6.00 Other:

2. Total Contact Hours:

Current: 112.00 to 126.00
Previous: 128.00 to 144.00

- C. Prerequisites, Corequisites, Advisories, and Limitations on Enrollment:

1. Prerequisites
Current:
CRM R102A: Institutional Food Production

Previous:
CRM R102A: Institutional Food Production
2. Corequisites
Current:
Previous:
3. Advisories:
Current:
Previous:
4. Limitations on Enrollment:
Current:
A Negative TB test is required. and
Possession of ServSafe Certification or equivalent is required.

Previous:
A Negative TB test is required.
Possession of ServSafe Certification or equivalent is required.

D. Catalog description:
Current:
This course provides instruction in the performance of activities included in the supplying of food, beverage, and other organized food related services for social or special functions. This course may include on-premises and/or off-premises catering.

Previous, if different:
This course provides instruction in the performance of activities included in the supplying of food, beverage, and other organized food related services for social or special functions. This course may include on-premise and/or off-premise catering.

E. Fees:
Current: \$ None
Previous, if different: \$

F. Field trips:
Current:
Will be required: []
May be required: [X]
Will not be required: []

Previous, if different:
Will be required: []
May be required: []
Will not be required: []

G. Repeatability:
Current:
A - Not designed as repeatable

Previous:

A - Not designed as repeatable

H. Credit basis:

Current:

Letter graded only []

Pass/no pass []

Student option [X]

Previous, if different:

Letter graded only [X]

Pass/no pass []

Student option []

I. Credit by exam:

Current:

Petitions may be granted: []

Petitions will not be granted: [X]

Previous, if different:

Petitions may be granted: []

Petitions will not be granted: []

III. Course Objectives:

Upon successful completion of this course, the student should be able to:

- A. Explain the importance of catering in today's food and beverage market
- B. Identify the different types of catering operations and how to apply them to most types of food operations for primary or additional income
- C. Identify and analyze the market potential for the style of catering business to be developed
- D. Calculate menu pricing and explain how it correlates to competitive food service operators
- E. Calculate costs, breakeven points, and profit
- F. Demonstrate the proper training of service staff for differing types of service
- G. Demonstrate the proper maintenance of quality standards to ensure profitability and customer satisfaction

IV. Student Learning Outcomes:

- A. Students will be able to identify different types of catering services. I.e. on-site and off-site
- B. Students will be able to identify and analyze the marketing potential for the style of catering business to be developed.
- C. Students will be able to draft a business proposal containing operational costs, breakeven points, and profit for a catering business.

V. Course Content:

Topics to be covered include, but are not limited to:

- A. Introduction to Banqueting and Catering

- 1. Historical Banqueting
- 2. Styles of Catering Operations
- B. The Business of Catering
 - 1. Catering Business Development
 - 2. Catering Sales and Marketing, and Digital Support
- C. Developing the Menu
 - 1. Menu Design
- D. Food and Beverage Operational Controls
 - 1. Menu Pricing and Controls
 - 2. Beverage Management
- E. Quality Service and Standards Training
- F. Managing Catering Equipment
 - 1. Equipment inventory

VI. Lab Content:

Lab activities to apply lecture topics

- A. Execute menu production
- B. Develop marketing materials
- C. Price menu items
- D. Develop quality service bench marks

Lab activities to support catering requests and orders, as appropriate

- E. Order for food/pantry
- F. Pre-prep pantry
- G. Present food

VII. Methods of Instruction:

Methods may include, but are not limited to:

- A. Instructor demonstrations of food preparation and food presentation techniques.
- B. Instructor will use various media resources (DVDs, websites) used to demonstrate training techniques used for service staff in differing types of service.
- C. Instructor supervised lessons that provide students hands on experience at various work stations within a commercial kitchen training environment.

VIII. Methods of Evaluation and Assignments:

- A. Methods of evaluation for degree-applicable courses:
 - Essays [X]
 - Problem-solving assignments (Examples: Math-like problems, diagnosis & repair) [X]
 - Physical skills demonstrations (Examples: Performing arts, equipment operation) [X]

For any course, if "Essays" above is not checked, explain why.

- B. Typical graded assignments (methods of evaluation):
 - 1. Students may be asked to work in a team environment to prepare catering dishes which will be graded as a group project.
 - 2. Students may be asked to develop a standard catering menu and to explain how the pricing was developed.
 - 3. Following a catering function, students may be asked to provide a cost and performance analysis report and discuss impact on future functions.

4. Students may be asked to contribute to catering success by suggesting additional components to provide additional revenue.
- C. Typical outside of classroom assignments:
1. Reading
 - a. Assignments from the course textbook. e.g., food and beverage cost controls
 2. Writing
 - a. Prepare a cost and performance analysis for a recent catering event. Include an overall assessment with recommended improvements.
 3. Other
 - a. Participation in campus catering events
- IX. Textbooks and Instructional Materials:
- A. Textbooks/Resources:
 1. Scanlon, Nancy Loman (2013). *Catering Management* (4th/e). Wiley.
 - B. Other instructional materials:
- X. Minimum Qualifications and Additional Certifications:
- A. Minimum qualifications:
 1. Culinary Arts/Food Technology
 - B. Additional certifications:
 1. Description of certification requirement:
Valid ServSafe Managers Certification or equivalent
 2. Name of statute, regulation, or licensing/certification organization requiring this certification:
State of California Health Department
- XI. Approval Dates
Curriculum Committee Approval Date: 10/25/2017
Board of Trustees Approval Date: 10/12/2017
State Approval Date: 01/06/2018
Catalog Start Date: Fall 2018
- XII. Distance Learning Appendix
- A. Methods of Instruction
Methods may include, but are not limited to:
The instructor's online classroom would be used to achieve regularly scheduled contact hours, orientation, discussion sessions and testing sessions, and virtual office would be used. The required attendance of specifically scheduled participation in asynchronous discussion, objective exams and/or completion of online writing assignments would be comparable to traditional classroom contact. Additional contact methods may include online discussion groups using chat rooms to review and reinforce course material. This course may employ internet resources, publisher animations, short video clips, power point presentations, instructor's course content, e-mail and chat room.

B. Information Transfer

Methods may include, but are not limited to:

1. Chat/IM
2. Collaborative projects: group blogs, wikis
3. Course announcements
4. Discussion boards
5. E-Mail
6. Instructor-provided online materials
7. Lectures (recorded/streaming)
8. Messaging via the LMS
9. Modules on the LMS
10. Personalized feedback
11. Phone/voicemail
12. Podcasts/webinars/screencasts
13. Textbooks
14. Videoconferencing/CCCConfer/Skype

Course ID: 2204