



## Course Specifications

<b>Course Title:</b>	Catering and banquet management
<b>Course Code:</b>	
<b>Program:</b>	Tourism and Hospitality Management, Hotel management track
<b>Department:</b>	Tourism and Hospitality Management
<b>College:</b>	College of Business
<b>Institution:</b>	Umm Al-Qura University

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## A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 4 <sup>th</sup> year/12 <sup>th</sup> semester
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended	30	100%
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	<b>30</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course will introduce the student to a comprehensive look at planning, starting and operating a successful catering business. Whether on premise, off-premise, mobile, inside a hotel, part of a restaurant or run from a home kitchen, the student will learn the necessary skills from competence in cooking to managerial skills. It also give deep insight into the Event Management and the required skill to establish outside banquet and group marketing of catering operations including food preparation, holding, and transporting techniques, catering menu pricing and controls.

### 2. Course Main Objective

This course aims to achieve the following objectives:

- Discuss the roles of the off-premise versus the Accommodator
- Explain the difference between pricing based on a multiplier, on projected cost analysis, and on competition.

- Organize, manage, and execute an off –premises catering project.
- Acquaint with different food service styles.
- Concept of pricing, cost control and different tools used in catering institute.
- Importance of hygiene and sanitation in catering institutes.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Understanding the main concepts and functions of catering management	
1.2	Understand the importance of food selection , purchase and storage of food.	
1.3	Gain knowledge on different purchasing methods and guidelines followed in catering institutes.	
1.4	Know the importance and guidelines of menu planning.	
1.5	Aware of functions and types of menus followed in catering institutes	
1.6	Recognize logistic required in catering operation.	
2	<b>Skills :</b>	
2.1	Apply the steps in food production and concept of standardization	
2.2	Acquaint with different food service styles	
2.3	Manage price and cost control to different catering facilities	
3	<b>Values:</b>	
3.1	The ability to work effectively within a team and form successful positive relationships with others.	
3.2	Adhere to ethical standards of behavior and take responsibility for learning	
3.3	Apply hygiene and sanitation practices in catering institutes	

### C. Course Content

No	List of Topics	Contact Hours
1	Introduction to catering management.	3
2	Classification of foodservice outlets and Banqueting.	3
3	Principles and functions of catering.	2
4	Basics of menu planning.	2
5	Menus for different institutions.	3
6	Styles of catering operations.	3
7	Catering sales and marketing and computer software support.	3
8	Catering menu program and design.	3
9	Catering menu Pricing and Controls.	3
10	Quality service and standards training.	3
11	Managing Catering Equipment.	3
		3
<b>Total</b>		<b>30</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Understanding the main concepts and functions of catering operations and how to operate business in catering.	Lectures Active learning strategies	Exams Assignments Articles Discussion
1.2	Understand the importance of food selection, purchase and storage of food for catering.	Lectures Active learning strategies	Quizzes Course Work Reports Discussion
1.3	Recognize logistics required in catering operation.	Lectures Active learning strategies	Exams Discussion Course work reports
<b>2.0</b>	<b>Skills</b>		
2.1	Ability to prepare menus for different occasions.	Lectures Active learning strategies	Exams Case studies Discussions
2.2	Apply food safety and hygiene in catering production.	Lectures Active learning strategies	Exams Research projects Course Work
2.3	Develop quality standard for catering production.	Lectures Active learning strategies	Exams Research projects Course Work
2.4	Set marketing plans for catering.	Lectures Active learning strategies	Exams Research projects Course Work
<b>3.0</b>	<b>Values</b>		
3.1	Consider ethical aspects in catering production.	Lectures Active learning strategies	Case studies Presentations Teamwork
3.2	The ability to work effectively within a team and form successful positive relationships with others.	Lectures Active learning strategies	Exams Case studies Research projects Presentations
3.3	Adhere to ethical standards of behavior and take responsibility for learning	Lectures Active learning strategies	Case studies Presentations Teamwork

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	10	10%
5	Final exam	12	40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

- The course director is available at his office for 8 hours a week (office hours) to help and support students.
- The course director communicates continually with students through e-mail, Whatsapp and the university's e-learning portal Webex and/or Blackboard to provide guidance to students in different issues in regards to the course materials.
- The academic advising unit is also offering the consultation service to the college students.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	- Bruce Mattel, (2008) Catering: A Guide to Managing a Successful Business Operation 1st Edition. Wiley; 1st edition. - Stephen B. Shiring (2008) Professional Catering 1st Edition.
<b>Essential References Materials</b>	Nancy Loman Scanlon, (2012) Catering Management, 4th Edition. ISBN: 978-1-118-09149-4
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	- Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers

Item	Resources
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> <li>- Data-show</li> <li>- Video and scientific films</li> <li>- White board</li> <li>- flip chart</li> <li>- Blue glue; Markers</li> </ul>
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Obtaining Student Feedback on Effectiveness of Teaching	Students	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	Prof. Hany
<b>Reference No.</b>	
<b>Date</b>	May 2022