

# Event Planning and Catering

## MISSION VALLEY REGIONAL OCCUPATIONAL PROGRAM EVENT PLANNING AND CATERING COURSE OUTLINE

### 1. Course Title:

Event Planning and Catering

### 2. CBEDS Title:

Food and Hospitality Services

### 3. CBEDS Number:

4420

### 4. Job Titles/DOT Codes:

Meeting and Convention Planners	13-1121.00
Combined Food Preparation and Serving Workers	35-3021.00
Food Service Managers	11-9051.00
First Line Supervisors/Managers of Food Preparation and Serving Workers	35-1012.00
Food Preparation Workers	35-2021.00

### 5. Course Description:

This competency-based course is geared toward accreditations set by the California Restaurant Association and American Culinary Federation to prepare students for entry-level employment in event planning and/or meeting management. Students will be introduced to the principles and practices of sound public relations, planning and organizing events, meetings, conferences and conventions. Integrated throughout the course are career preparation standards which include basic academic, communication, interpersonal, problem-solving, critical thinking, and decision-making skills, workplace safety, technology, and employment literacy.

### 6. Hours:

180 Class  
90 CC  
90 CVE  
**360 Total Hours**

### 7. Prerequisites:

Successful completion of Culinary Arts 2.

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### 8. Date of Creation:

August 25, 2011

### Date Re-Approved:

November 10, 2016

### Abbreviations:

- CC = Community Classroom**  
(unpaid, on-the-job, training experience at business sites)
- CVE = Cooperative Vocational Education**  
(paid, on-the-job, training experience at business sites)

### 9. Course Outline:

		<b>Class</b>	<b>CC</b>	<b>CVE</b>
		<b><i>Career Preparation Standards</i></b>		
		Necessary skills for any occupation ( <i>MVROP ESLR #1</i> )		
<b>I.</b>	<b>Workplace Basic Skills and Behaviors</b>	Integrated throughout course		
	A. Apply skills learned in class			
	B. Analyze information and make decisions			
	C. Communicate verbally and in writing			
	D. Work independently and as a team member in a diverse workplace			
	E. Work reliably, responsibly, and ethically			
	F. Problem solving, critical thinking, and decision-making skills			
	G. Responsibility and flexibility			
	H. Understand the qualities and behaviors that constitute a positive and professional work demeanor			
		<b><i>Career Technical Skills</i></b>		
		Occupational competencies ( <i>MVROP ESLR #2</i> )		
<b>II.</b>	<b>Food and Kitchen Safety</b>	<b>20</b>	<b>10</b>	<b>10</b>
	A. Recognize foodborne illness			
	B. Detect cross contamination			
	C. Identify the food danger zone			
	D. Examine hazard analysis critical control points (HACCP)			
	E. Demonstrate food serving safety			
	F. Perform cleaning and sanitizing			
	G. Know how to keep pests out			
	H. Recognize health and hygiene			
	I. Define fire safety			
	J. Demonstrate dress for safety			
	K. Indicate regulations, inspections, and certifications (OSHA)			
	L. Discuss drugs and alcohol in the workplace			

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<b>III.</b>	<b>Ethics and Legal Responsibilities</b>	<b>20</b>	<b>10</b>	<b>10</b>
	A. Know the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations			
	B. Understand the concept and application of ethical and legal behavior consistent with workplace standards <ul style="list-style-type: none"> <li>a. Contact a business and obtain a copy of their rules for employment</li> <li>b. Role play different ethical scenarios</li> </ul>			
	C. Understand the role of personal integrity and ethical behavior in the workplace	<b>Class</b>	<b>CC</b>	<b>CVE</b>
<b>IV.</b>	<b>Planning an Event or Meeting</b>	<b>30</b>	<b>15</b>	<b>15</b>
	A. Consult with customers to determine objectives and requirements for events such as meetings, conferences, and conventions.			
<b>V.</b>	<b>Preliminary Planning</b>	<b>30</b>	<b>15</b>	<b>15</b>
	A. Develop and plan menus, budgets, agendas, programs, and all services per customer requirements			
	B. Promotion, marketing, and advertising <ul style="list-style-type: none"> <li>a. Acquire reliable information and data for and about event planning via the Internet</li> </ul>			
	C. Locate site selection that meets the requirements of customer			
	D. Make arrangements for delivery of displays, equipment, and event needs			
<b>VI.</b>	<b>Negotiations</b>	<b>20</b>	<b>10</b>	<b>10</b>
	A. Demonstrate effective interpersonal communication skills			
	B. Communicate clearly, coherently, and convincingly, both orally and in writing			
<b>VII.</b>	<b>The Main Event</b>	<b>30</b>	<b>15</b>	<b>15</b>
	A. Monitor event activities to ensure compliance and maintain satisfaction of participants, and resolution of any problems that arise			
	B. Coordinate details with staff members at site or event			
	C. Monitor budgets and review event bills for accuracy and payment approval			
	D. Evaluation			
<b>VIII.</b>	<b>Special Topics</b>	<b>30</b>	<b>15</b>	<b>15</b>
	A. Alternative event/meeting environments			
	B. Convention Centers			

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- C. Exposition management
- D. Small-meeting management
- E. International meetings and expositions
- F. Technology in the meeting industry
- G. Professional resources
- H. Green businesses and practices

### ***Career Path Strategies***

Strategic planning for a career (*MVROP ESLR #3*)

**IX.**

#### **Job Employment Skills**

Integrated throughout course

- A. Develop a plan to achieve career goals.
- B. Use effective job search strategies.
- C. Demonstrate an awareness of the importance of lifelong learning.

	<b>Hours</b>	<b>180</b>	<b>90</b>	<b>90</b>
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	<b>Total Approved Course Hours</b>	<b>360</b>		
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### **10. Additional Items:**

**a. Articulation Agreement(s):** This course is not articulated with a community college.

**b. UC/CSU A-G Status:** This course is not approved as a UC/CSU course.

**c. Instructional Strategies:**

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| <ul style="list-style-type: none"> <li>● Lecture</li> <li>● Group Discussion</li> <li>● Projects</li> <li>● Oral Questioning</li> <li>● Multi-Media</li> </ul> | <ul style="list-style-type: none"> <li>● Hands-on Practice</li> <li>● Demonstration</li> <li>● Team Learning</li> <li>● Labs</li> <li>● Simulations</li> </ul> |
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**d. Instructional Materials:**

This course uses the text, student workbook and the final exam from Gisslen, W, *Professional Baking* (third edition). Students are encouraged to search out other materials related to the subjects being discussed in class including books, television programming, videos, professional organizations, and other culinary professionals. Each lesson will consist of student objectives, reading assignments, chapter exercises, and labs.