

**TCA 379 Catering Operations**  
The University of Nevada, Las Vegas  
College of Hotel Administration  
T/TH: 2:30-3:45  
BEH-112

Office Hours: Immediately following class or by appointment.

**Course Description:** Study of hotel catering including operations, sales, and relationships with other departments and outside vendors. Emphasis will be on logistical operations, seeking and servicing various market segments.

At the conclusion of this course, successful students will be able to:

1. Develop an understanding of the significance catering operations play in the event industry and more generally, the hotel industry;
2. Identify and understand current catering trends;
3. Understand the significance of sustainable, locally sourced, gluten-free and organic food offerings have in our industry;
4. Recognize the leading catering trade journals within our industry;
5. Design a catering plan, timeline and menu for specific types of meetings;
6. Identify the social and ethical issues related to professional meeting planning; and
7. Assess and manage risk as it relates to catering operations and professional meeting management.

**Text:** The textbooks for this course are:

Book 1: On- Premise Catering, 2nd Edition, Shock, Sgovio, Stefanelli, Wiley Publishing, ISBN: 978-0-470-55175-2.

Book 2: The Twelve Cocktails, By Livio Lauro and Armando Rosario.

**INSTRUCTIONS FOR ORDERING 12 Cocktails BOOK: IT IS REQUIRED!**

1. Visit: <http://www.twelvecocktails.com/shop/>
2. Under the THE TWELVE COCKTAILS™ BOOK picture click on “Add to Cart”
3. Go to your checkout cart and enter the promotional code student12
4. This will give you a \$3.46 discount to lower the price to \$11.53

5. Make sure you select Local Pickup (Orlando or Las Vegas) (Free) receive free delivery.
6. Submit your payment online.
7. You can stop by my office to pick up the book with your receipt showing you have paid.

Other materials may be distributed during class, which may include articles, essays, or other information as provided by guest speakers. Information from these materials is fair game for examinations and quizzes.

I will endeavor to post lecture notes prior to class on Web Campus, however it is your responsibility to read the assigned chapters prior to class and be prepared to discuss them. I will call on students at random to ask questions and seek commentary and insight from you on the readings. We want to hear from you! (This interaction is also part of your participation grade.) If students are routinely unprepared, I will consider having more pop quizzes to encourage reading. Being unprepared may also impact your participation grade.

### **Grading**

**Examinations:** There will be one mid-term, one final examination and a final project. Your exams will consist of short answer and multiple choice questions. Each semester, without exception, several students are within 5 points of earning the next highest grade, **so be advised, every point counts**. Please note, as a general rule, **I do NOT round up final grades, but I reserve the right to do so**. Students who participate and are trustworthy group members tend to benefit from any “round up.” If you have any questions about this policy, please ask me now.

**Professional Catering Plan:** This assignment will be a group effort (typically 5-6 members) and will comprise 33% of your final grade. Your group will be required to prepare a comprehensive solution based on a particular set of issues and requirements from an organization needing your help in putting together a food service plan. I will assign each group the required information for the project at random. You will approach this project as though you have been hired by the client to perform the functions and solve the problems as requested. As we all know, group plans can be challenging if one or more members do not pull their weight, so it will be important to work together to develop a compelling and effective plan. Group members can earn up to 150 points on the project and points will be distributed as follows:

- Professional Presentation/Organization: 50 points
- Application of appropriate principles: 50 points
- Research/Industry understanding: 50 points

We will discuss this project in more detail at an appropriate point in the semester, but here are some initial details:

Your group will be required to make a formal presentation (20-22 min.) to the class essentially summarizing your recommendations and taking us through your group's catering plan. Each group member will present his/her contribution to the plan. **Late food service plans will not be accepted.**

**Attendance/Participation:** Participation is encouraged and a portion of your final grade will be based upon student in-class interaction. Don't be shy! We are all in the hospitality business and confident, verbal communication is crucial. Although students will be responsible for all material we cover from the textbook chapters, there will also be lectures based upon relevant topics not covered directly in the textbook. Class attendance is therefore recommended in order to obtain the maximum points possible. A good participation score means you show up to class, you fulfill your responsibilities as a group member and you are prepared if called upon/volunteer relevant commentary to our discussions.

**Quizzes/Assignments:** Two (2) unannounced quizzes/assignments will be given during our time together; they will be worth 25 points each. There will be no make-ups for missed quizzes EXCEPT for excused school-related functions.

**Classroom Rule:** You are not to use any mobile phones in class. Please respect this rule during the duration of each class. If you need to take an emergency call, you may excuse yourself and take the call outside of the class.

Do NOT be late to class. If you are going to be late, please text or email me.

**Group Leaders:** Group leaders will be required to complete a "peer evaluation form" on each student in the group. This is an important responsibility and one that should not be taken lightly. In my view, group leaders are in the best position to report on the efforts of their peers. 40/50 points for will be awarded by your group leader. I will award the remaining 10 points. Group leaders will be awarded a full 50 points for taking on this role.

**Points Breakdown:**

In-class participation: 50 points  
Quizzes: 50 points  
Midterm: 100 points  
Plan & Presentation: 150 points  
Final Exam: 100 points

**Total possible points: 450 points**

**Grading Scale:**

93%-100% =A  
92%- 90% =A-  
89%- 87% =B+  
86%- 83% =B  
82%- 80% =B-  
79%- 77% =C+  
76%- 73% =C  
72%- 70% =C-

69%- 67% =D+  
 66%- 63% =D  
 62%- 60% =D-  
 59%- below = F

**COURSE OUTLINE\***

<b>Class Meeting</b>	<b>Topics and Text Book Chapter</b>
8/30	Syllabus review; Introductions. CH 1: Overview of on-premises catering/Comparing to off-premise catering. (pages 1-34)
9/1	No Class; Professor traveling
9/6	Final Project Discussion/Group assignments; CH 2: Sales & Marketing: (pages 35-69)
9/8	CH 2: Sales & Marketing, cont. (Promotion: pages 70-107)
9/13	CH 3: Theme Parties, Weddings, Outdoor Parties (pages 109-144)
9/15	Sustainability, Organic & Locally Sourced Food/Food Safety and Sanitation (See instructor notes.)
9/20	CH 4: Meal Functions/Menu Planning (pages 145-186)
9/22	CH 5: Beverage Functions (pages 187-218)
9/27	No class
9/29	Guest Speaker "12 Cocktails" (SWS exec and author Livio Lauro)
10/4	Review for Midterm/Distribution of Final Catering Project Outline
<b>10/6</b>	<b>Midterm Exam</b>
10/11	CH 6: Function Room Selection & Setup. (pages 221-263)
10/13	CH 7: Production & Service Planning (pages 265-304)
10/18-10/20	NO class, due to debates.
10/25	CH 9: Staffing (pages 333-352)
10/27	CH 8: Intermediaries, Entertainment & Suppliers (pages 305-331)
11/1	CH 10: Financial Controls for Catering Operations (pages 353-391)
11/3	CH 11: Working with other Departments (pages 393-418)
11/8	Guest Speaker: Mandatory Attendance.
11/10	Legal Issues for Caterers
11/15	Purchasing/Receiving and Storing Foods (See instructor notes)
11/17	No Class, finish up projects
11/22-24	<b>No Class – Thanksgiving Break</b>
11/29	<b>GROUP PROJECTS DUE, presentations begin.</b>
12/1	Group Presentations, continue.
12/6	Group Presentations conclude.
12/15	<b>Final Exam, 3:10-5:10</b>

\*Please note the course requirements in the catalog. You are responsible for everything presented in class regardless if you are there or not. The corresponding policies of UNLV will be strictly applied in the case of academic dishonesty. UNLV policies on religious holidays will be followed. Please notify me well in advance if you intend to observe your religious holiday. **I RESERVE THE RIGHT TO MODIFY THIS SYLLABUS.**

## **UNLV POLICIES AND RESOURCES**

**Academic Misconduct:** Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at:

<https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright:** The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC):** The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Religious Holidays Policy:** Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Incomplete Grades:** The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

**Tutoring:** The Academic Success Center (ASC) provides tutoring and academic assistance for all

UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at:

<http://academicsuccess.unlv.edu/tutoring/>.

**UNLV Writing Center:** One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

**Library Resources:** Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

**Communication within the College:** All students are encouraged to subscribe to the student listserve for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege>. All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

**Academic Advising:** Academic advising is available through the college's Student Advising Center – BEH 543, 702-895-3616.

**Rebelmail:** By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). Emailing within WebCampus is acceptable.

**Final Examinations:** The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at:

<http://www.unlv.edu/registrar/calendars>.

**University Property and Security:** If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy.

*Students should not bring valuables, personal items unrelated to course activities, or book bags into the building.* The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

**Alcohol and Drug Use:** Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

**Insurance:** The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.