

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: BANQUET & CONVENTION SALES

Code No.: HMG 231

Program: HOTEL & RESTAURANT MANAGEMENT

Semester: III

Date: SEPTEMBER, 1985

Author: K. MAIDENS

New: Revision: X

APPROVED: Chairperson

Date

BANQUET & CONVENTION SALES

HMG 231

Course Name

Course Number

COURSE LENGTH: 15 hours

OBJECTIVES:

Having completed the course, the student will be able to:

- 1) Identify the organizational needs of a catering department.
- 2) Identify the hardware required by a catering service.
- 3) Properly set-up for various types of functions
- 4) Properly staff for a catering function in at least 3 types of service.
- 5) Successfully promote and maintain a catering service.

TOPICS TO BE COVERED:

A) Office Set-Up:

- 1) Function Sheets
- 2) Reservations and Deposits
- 3) Contracts

B) Sales Tools:

- 1) Room Specifications
- 2) Menu Selections
- 3) Equipment Inventory

C) Function Organization:

- 1) Weekly Schedules
- 2) Departmental Responsibilities
- 3) Service Staff Scheduling
- 4) Delegation of Responsibilities

D) Room Arrangements:

- 1) Identifying the type of function to coordinate the proper room set up, whether for food service or meeting purposes.
 - 2) Use of various themes.
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E) Accountability:

- 1) Kitchen
- 2) Guests
- 3) Accounting Department

F) Follow-Up;

- 1) Files and Records
- 2) Repeat Business
- 3) Letters and Cards

EVALUATION:

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|-----------------------------------|---|-----|
| - Class Participation | - | 15% |
| - Banquet Menu Project | - | 35% |
| - Class Assignments | - | 35% |
| - Gallery Promotional Assignments | - | 35% |
| - menu covers | | |
| - theme calendar | | |
| - display unit | | |

- Passing Mark - 60%

All assignments are due on date specified. Late hand-ins will not be marked. Only in those cases of sickness or other major circumstances will marking be considered.

instructor available in room E268 or ext. 332 for further information or clarification of assignments and grading. Please check time schedule for availability.