



COURSE OUTLINE

RES230

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Prepared: Peter Graf Approved: Sherri Smith

Course Code: Title	RES230: SPECIAL EVENTS/CONFERENCE/GROUP PLANNING
Program Number: Name	2078: CULINARY MANAGEMENT
Department:	CULINARY/HOSPITALITY
Semester/Term:	17F
Course Description:	This course will introduce students to the conference and tour group market and their importance to the success of the hospitality industry. Specifically, the students will acquire knowledge of how successful conventions and tour groups are planned and accommodated. As a management team member, each student will apply his/her knowledge in the planning, organizing and follow-through of group bookings, special events, and other banquet functions throughout the winter term.
Total Credits:	4
Hours/Week:	3
Total Hours:	45
Substitutes:	HMG231, OEL616
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#1. provide advanced culinary planning, preparation and presentation for a variety of food service environments using a range of classical and contemporary techniques.</p> <p>#6. apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.</p> <p>#7. apply knowledge of sustainability*, ethical and local food sourcing, and food security to food preparation and kitchen management, recognizing the potential impacts on food production, consumer choice and operations within the food service industry.</p> <p>#8. select and use technology, including contemporary kitchen equipment, for food production and promotion.</p> <p>#9. perform effectively as a member of a food and beverage preparation and service team and contribute to the success of a food-service operation by applying self-management and interpersonal skills.</p> <p>#11. contribute to the development of marketing strategies that promote the successful operation of a food service business.</p> <p>#12. contribute to the business management of a variety of food and beverage operations to foster an engaging work environment that reflects service excellence.</p>
Essential Employability	#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that



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Skills (EES):

fulfills the purpose and meets the needs of the audience.
#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
#4. Apply a systematic approach to solve problems.
#5. Use a variety of thinking skills to anticipate and solve problems.
#6. Locate, select, organize, and document information using appropriate technology and information systems.
#7. Analyze, evaluate, and apply relevant information from a variety of sources.
#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
#10. Manage the use of time and other resources to complete projects.
#11. Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Attendance/Participation/Professionalism	10%
Exam 1	25%
Exam 2	25%
Exam 3	20%
Project	20%

Books and Required Resources:

Convention Management and Service by Astroff, M., Astrof, J.f
Publisher: AHLEI Edition: 8 or newer
ISBN: 9780866123563

Course Outcomes and Learning Objectives:

Course Outcome 1.

Identify and discuss the scope and key components of the meetings and conventions industry.

Learning Objectives 1.

- Discuss factors which influenced the historical development of the meetings and conventions industry



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- Give examples of types of meetings
- Explain the role of convention and conference centres
- Define and state the purpose of associations
- Describe the internal workings of associations
- Outline the major differences between corporate and association meetings
- Give examples of types of corporate meetings
- Discuss the role of the independent meeting planner in the corporate meeting environment
- Identify and discuss other specific target markets for the meetings and conventions industry

Course Outcome 2.

Apply knowledge of how successful special events, conferences and group meetings are planned, organized and conducted.

Learning Objectives 2.

- Explain the role of the meeting planner
- Identify the factors considered in site inspection and selection
- Summarize the important items a meeting planner should negotiate with a convention centre
 - Identify and discuss considerations when arranging food and beverage service and guest speakers
- Discuss the legal considerations when planning, organizing and managing meetings, conventions and special events
 - List commonly-used methods to effectively market a meeting
 - Describe some of the meeting-control devices used to ensure a successful meeting
 - Identify the different forms of technology used to assist or enhance meeting presentations
 - Identify and explain ancillary conference and convention activities which contribute to the success of the meetings and conventions industry

Course Outcome 3.

Research and identify the critical elements of customer service which contribute to the overall success of the meetings and conventions industry.

Learning Objectives 3.



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- List and explain the sales tools used to sell or motivate business in the hospitality industry and how these sales tools are integrated to gain maximum exposure and impact
- Outline the procedure of servicing the group - before, during and after the meeting

Course Outcome 4.

Explain how to plan, organize and lead a catering function or special event in Willow Teaching Restaurant.

Learning Objectives 4.

- Identify the different food preparation systems for banquets
- Describe the procedure for booking and confirming reservations
- Explain the importance of a function sheet
- Explain how to forecast staffing requirements
- Identify the steps to complete a linen and beverage requisition
- Explain the importance of technological requirements and the how to make appropriate arrangements
- Identify the steps in the set up, service and completion of a food and beverage function
- Outline the important components of the billing procedure for a function
- Discuss the evaluation process to determine the level of success of the function
- Identify ways to market the function, with special consideration to social media
- Develop schedules for set up, delivery and close up of the function
- Use historical information from previous functions, evaluate what changes would be appropriate
- Develop a plan with debriefing including what went well and what should be changed for further functions
- Evaluate if the food production area has an efficient layout and what changes to consider for delivering the function

Course Outcome 5.

Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Learning Objectives 5.



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- Solicit and use constructive feedback in the evaluation of his/her knowledge and skills
- Identify various methods of increasing professional knowledge and skills
- Apply principles of time management and meet deadlines
- Recognize the importance of the guest, the server-guest relationship, and the principles of good service

Date:

Thursday, August 31, 2017

Please refer to the course outline addendum on the Learning Management System for further information.