

San José State University
Department of Nutrition, Food Science & Packaging
NuFS/HSPM 22, Section 1 & 2
(HSPM 49180 & NUFS 47245)
Catering & Beverage Management
Fall 2013

Instructor:	Alan Finkelstein, Lecturer
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Office Hours:	M – 10:00am – 12:00pm; W – 10:00am – 12:00pm
Class Days/Time:	Monday (Lecture) – 2:00pm – 2:50pm Wednesday (Lab) – 2:00pm – 4:40pm
Classroom:	CCB125
Prerequisites:	NuFS/HSPM 21, or consent of instructor

Course Description:

Planning and executing catering and buffet functions. Evaluation of alcoholic and non-alcoholic beverages regarding purchasing, storage, preparation, merchandising and regulations.

Lecture/Laboratory experience.

Course Objectives:

At completion of this course, students should be able to:

- ◆ Understand the basic history and organization of the modern kitchen, sanitation and safety in the kitchen workplace, and the uses of typical food service equipment.
- ◆ Describe the purpose of recipes and how to use them, menu construction and functions, and nutrition principles.

- ◆ Demonstrate cooking methods and portion control techniques.
- ◆ Apply principles of catering management for special functions.
- ◆ Practice nutritious handling and cooking of vegetables in order to meet defined quality standards.
- ◆ Prepare potatoes, rice, pasta, and dumplings.
- ◆ Prepare, arrange, and present salads, salad dressings, and sandwiches.
- ◆ Explain procedures for handling and preparing breakfast foods, the fundamentals of plating and garnishing food products, and the basic principles of cold food presentation and buffet service.
- ◆ Understand the characteristics, presentation, and dishes typical of a variety of international cuisines.
- ◆ Discuss baking principles and production methods.
- ◆ Identify cake and cookie making procedures.
- ◆ Prepare, assemble, and bake pies and describe techniques for making desserts and fillings.
- ◆ Demonstrate a basic knowledge of organizing catering service for several business markets.
- ◆ Conduct a feasibility study to assess the impact of a proposed entertainment package, and know what service procedures to use when such entertainment is provided
- ◆ Select an appropriate employee dining service arrangement based on the service's advantages and disadvantages to a property.
- ◆ Know the basic procedures for opening and serving wine.
- ◆ Know the importance of sound sanitation, accident prevention, and emergency procedures.
- ◆ Identify measures for preventing and minimizing loss from theft.
- ◆ Plan a cost-effective dining service area which is appealing, safe, and sanitary for guests and employees, and know routine and preventive measures for maintaining the area.
- ◆ Define *control* and recognize its importance in the management system.

- ◆ Explain the purposes and applications of standard costs and the uses of standard costs and the uses of standard cost tools.
- ◆ Identify and explain methods for estimating allowable food and beverage costs based on forecasted sales levels.
- ◆ Recognize the importance of the menu as both a control tool and marketing tool.
- ◆ Perform menu engineering analysis.
- ◆ Applying principles and procedures important in controlling the purchasing and receiving processes and recognize the need to incorporate quality requirements in purchasing and receiving activities.
- ◆ Discuss the importance of standard recipes (including computerized standard recipes) as production tools, and justify production planning time.

Methods of Instruction:

1. Lecture
2. Lab Assignments
3. Field Trips
4. Guest Speakers
5. Written Assignments
6. Lab Project
7. Computer Simulations

Required Text:

On-Premise Catering, second edition – ISBN: 978-0-470-55175-2, Wiley Press

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Assignments and Grading Policy

Grading Procedures:

Lab Project 50% Class & Lab Participation 50%

Grade Distribution:

The final course grade is a composite of points earned by each student throughout the term. Portion of the course are weighed differently in relation to importance and the time commitment expected.

Course grade will be determined by % of total points:

95% and above=	A
90%-94%=	A-
87%-89%	B+
85%-86%	B
80%-84%	B-
77%-79%	C+
75%-76%	C
70%-74%	C-
67%-69%	D+
65%-66%	D
60%-64%	D-
Below 60%	F

University Policies

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University's Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

Critiques:

Students will be responsible for submitting a typed critique of all assigned outside readings, field trips, presentations of guest speakers and professional meetings.

Critiques must be a minimum of one (1) page typed (double spaced) and a maximum of two (2) pages in length.

Special Problems:

If you are not making satisfactory progress in this course and/or you have a special problem, please see the instructor.

Academic Honesty:

The instructor adheres strictly to the University's policy on academic honesty.

Changes and/or Additions:

The instructor reserves the right to make changes and/or additions to this course outline as deemed necessary.

Extra Credit Research Paper (Optional)

- ◆ Students have the option of earning extra credit through the demonstration of one's ability to plan, research, and write, a term paper using the correct form and grammatical styling recommended by Caruso and Weidenborner in *Writing Research Papers* or Kate L. Turabian in *A Manual for Writers of Term Papers, Theses and Dissertations*.
- ◆ The topic must be selected by the tenth week of class, and specific requirements unique to the individual student's subject will be outlined during that time.
- ◆ Research papers must be typed (double spaced) with an average length of 10 pages.

- ◆ In the composition of your paper, you must quote or utilize a minimum of ten (10) copyrighted reference materials.
- ◆ Xerox a copy of the paper, if you so desire, as the original will not be returned to you after final grading.
- ◆ The deadline for the Research paper is listed on the courses outline.

Attendance:

Every student is expected to attend all regularly scheduled class sessions, no unexcused absences will be permitted! Student's grades will not be prejudiced or suffer due to an emergency which necessitates absence or tardiness from a scheduled class session. Satisfactory evidence of such emergency must be presented to the instructor in writing no later than next regularly scheduled class session.

The overall grade of any student who exceeds two (2) unexcused absences will drop one letter grade for each thereafter. Any student who exceeds three (3) unexcused absences will be dropped from the course.

Professional Meetings:

Every student is encouraged to attend Professional and Student Club meetings. It is extremely important to become involved with department student organizations and their sponsoring parent chapters. The Professional meetings will allow you to meet and interact with: industry presidents, managers, vice presidents, directors, CEO's, supervisors, etc. from throughout California.

Students have the option of earning one (1) extra point toward their final grade for each Professional meeting attended, followed by a one (1) page typed critique, due one (1) week later. For example, if a student's final course average is 85 (**B**), but participates in five (5) meetings and submits 5 critiques throughout the semester, his/her grade would become a 90 (**A**). *Appropriate business attire is required for all meetings.*

Production (Catering) Labs:

Food production and catering events will be discussed in detail during the first several weeks of class.

Uniform Requirement: Lab Coat, hairnet

LABORATORY SCHEDULE

August 21 & 28	Orientation
September 4	Introduction to Hospitality, Food Services, Bars and Clubs
September 11	Labor Day Holiday & The Menu Function
September 18	Contract Catering, Business and Industry
September 25	Buffet Set-Ups, On-Site and Off-Site Catering
October 2	Field Trip to Hotels
October 9	Tools, Equipment, <i>mise en place</i>
October 16	Coffee, Tea, Beverage service
October 23	Alcohol, Wines, Beer
October 30	Spirits, Specialty Bars
November 6	Purchasing and Storage of Alcoholic Beverages
November 13	Veteran's Day Holiday and No Class
November 20	Project Presentations
November 27	Thanksgiving
December 4	Banquet
December 11	Final Exam – 12:15pm – 14:30pm – CCB125