



University of North
Texas
College of Merchandising, Hospitality, and
Tourism Department of Hospitality and
Tourism Management

EDEM 3500 Event Catering Operations Fall 2022

COURSE INFORMATION

EDEM 3500.002 – 3 credit hours

Fall 2022

Monday

11:00 am – 1:50 pm

Gateway # 34

Course Instructor

Dr. Joe O'Donnell

Department of Hospitality and Tourism

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Office Hours: TBA

Greetings from Dr. Joe O'Donnell

Welcome to EDEM 3500! I am delighted and honored to have the opportunity to serve as your instructor for this class! As an individual who has worked in various catering operations since high school (over 50 years) I can provide you with experience-based instruction. Please do not hesitate to contact me at any time that you may have concerns or questions. Your success is my success!

Course Description

This course is a study of event catering, including operations, menu development, responsible

alcohol service, sales, relationships with other departments, and outside vendors. Emphasis will be placed on logistical operations, seeking out and servicing various market segments.

Program Learning Outcomes (PLO):

1. Students will plan career goals and appropriate strategies for succeeding in the event industry
2. Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.
3. Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.
4. Students will apply innovative and imaginative methods in operating event businesses utilizing ethical and sustainable practices.
5. Students will demonstrate effective and efficient communication skills in all settings.

Course Objectives and Learning Outcomes

Upon successful completion of this course, the students will be able to:

- Develop an understanding of the significance catering operations play in the event industry; (PLO 1)
- Identify and understand current catering trends and examine their impact on event theme and tone; (PLO 3)
- Understand trends in alcohol and food menu development; (PLO 4)
- Understand the significance of sustainable, locally sourced, and organic food offerings have in our industry; (PLO 4)
- Identify the social and ethical issues related to professional meeting planning; (PLO 4)
- Assess and manage risk as it relates to catering operations and professional meeting management; (PLO 3)
- Design and present a catering plan, timeline and menu for specific types of meetings. (PLO 5)

Required Textbook

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

The Twelve Cocktails, Lauro and Rosario, Aumma Publishing, ISBN: 978-0-9892076-1-4

Can be purchased from the bookstore or direct from [Home - The Twelve Cocktails Book Official Website](#)

Vision of the Hospitality & Tourism Management Program

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

Course Assessment

Measurements	Points
(1) Participation / Attendance (20 points per weeks 1-15)	300 points
(2) Quizzes (11)	200 points
(3) Plan Project & Presentation	200 points
(4) Exams (Final)	100 points
(5) Research Paper (Catering Tech)	100 points
(6) Learning Journal (Daily Entries)	100 points
Total	1000 points

Grading Scale:

A	=	90 - 100%
B	=	80– 89.9%
C	=	70 – 79.9%
D	=	60 – 69.9%
F	=	0 -- 59.9%

Tentative Weekly Course Schedule

WK	Date	Lecture Content	Assignments, Quizzes, Exams Due Dates	Lab Topics, Tours, Guest Speakers
1	8/29	Syllabus/Welcome Introduce Project	None this week	None this week
2	9/5	Labor Day	None this week	None this week
3	9/12	CH 1: Overview of on-premises catering/Comparing to off-premise catering.	• Chapter 1 Quiz Due By Sunday, 9/18 by 11:59 PM	TBA
4	9/19	CH 2: Sales & Marketing	• Chapter 2 Quiz Due By Sunday, 9/25 by 11:59 PM	TBA
5	9/26	CH 3: Theme Parties, Weddings, Outdoor Parties Sustainability, Organic & Locally Sourced Food	• Chapter 3 Quiz Due By Sunday, 10/2 by 11:59 PM	TBA
6	10/3	CH 4: Meal Functions/Menu Planning Part 1		TBA

7	10/10	CH 4: Menu Planning Part 2	<ul style="list-style-type: none"> • Chapter 4 Quiz Due By Sunday, 10/16 by 11:59 PM 	TBA
8	10/17	CH 5: Beverage Service & Functions (pages 187-218);	<ul style="list-style-type: none"> • Chapter 5 Quiz Due By Sunday, 10/23 by 11:59 PM • Catering Tech Paper Due by Sunday, 10/23 	TBA
9	10/24	CH 6: Function Room Selection & Setup.	<ul style="list-style-type: none"> • Chapter 6 Quiz Due By Sunday, 10/30 by 11:59 PM 	TBA
10	10/31	CH 7: Production & Service Planning	<ul style="list-style-type: none"> • Chapter 7 Quiz Due By Sunday, 11/6 by 11:59 PM 	TBA
11	11/7	CH 8: Intermediaries, Entertainment & Suppliers	<ul style="list-style-type: none"> • Chapter 8 Quiz Due By Sunday, 11/13 by 11:59 PM • Project Submission 11/13 	TBA
12	11/14	CH 9: Staffing	<ul style="list-style-type: none"> • Chapter 9 Quiz Due By Sunday, 11/20 by 11:59 PM 	TBA
13	11/21	CH 10: Financial Controls for Catering Operations Legal Issues for Caterers & Food Safety	<ul style="list-style-type: none"> • Chapter 10 Quiz Due By Sunday, 11/27 by 11:59 PM 	TBA
14	11/28	CH 11: Working with other Departments Purchasing/Receiving and Storing Foods	<ul style="list-style-type: none"> • Chapter 11 Quiz Due By Sunday, 12/4 by 11:59 PM • 	TBA
15	12/5		<ul style="list-style-type: none"> • Learning Journal Submission 12/11 	TBA
16	12/12	Final Exam (online) opens on 12/12 @ 12:00 AM	Final Exam Due Wednesday 12/14 By 11:59 PM	Online Exam