



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

EDEM 3500 Event Catering Operations Spring 2023

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 (10 points per weeks 1-15)	150 points
(2) Quizzes (11)	200 points
(4) Exams (Final)	100 points
(4) Research Group Discussion (TBD)	100 points
(5) Weekly Journal Submitted at Week 15	100 points
Total	650 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	1/16	MLK Holiday – No Class		
2	1/23	Syllabus/Welcome Introduce Project	None this week	TBA
3	1/30	CH 1: Overview of on-premises catering/Comparing to off-premise catering.	• Chapter 1 Quiz Due By Sunday, 2/5 by 11:59 PM	
4	2/6	CH 2: Sales & Marketing	• Chapter 2 Quiz Due By Sunday, 2/12 by 11:59 PM	
5	2/13	CH 3: Theme Parties, Weddings, Outdoor Parties Sustainability, Organic & Locally Sourced Food	• Chapter 3 Quiz Due By Sunday, 2/19 by 11:59 PM	
6	2/20	CH 4: Meals / Food & Beverage Functions/Menu Planning Part 1		
7	2/27	CH 4: Menu Planning Part 2	• Chapter 4 Quiz Due By Sunday, 3/5 by 11:59 PM	

			<ul style="list-style-type: none"> • Group Response to IT Discussion 	
8	3/6	CH 5: Beverage Service & Functions (pages 187-218);	<ul style="list-style-type: none"> • Chapter 5 Quiz Due By Sunday, 3/12 by 11:59 PM 	
	3/13 – 3/19	Spring Break		
9	3/20	CH 6: Function Room Selection & Setup.	<ul style="list-style-type: none"> • Chapter 6 Quiz Due By Sunday, 3/26 by 11:59 PM 	
10	3/27	CH 7: Production & Service Planning	<ul style="list-style-type: none"> • Chapter 7 Quiz Due By Sunday, 4/2 by 11:59 PM 	
11	4/3	CH 8: Intermediaries, Entertainment & Suppliers	<ul style="list-style-type: none"> • Chapter 8 Quiz Due By Sunday, 4/9 by 11:59 PM 	
12	4/10	CH 9: Staffing	<ul style="list-style-type: none"> • Chapter 9 Quiz Due By Sunday, 4/16 by 11:59 PM • 	
13	4/17	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, 4/23 by 11:59 PM 	
14	4/24	CH 11: Working with other Departments Purchasing/Receiving and Storing Foods	<ul style="list-style-type: none"> • Chapter 11 Quiz Due By Sunday, 4/30 by 11:59 PM 	
15	5/1		<ul style="list-style-type: none"> • Discussion / Summary • Journal Due 	
16	5/8	Final Exam (online) opens on 5/8 @ 12:00 AM	Final Exam Due Wednesday 5/10 By 11:59 PM	Online Exam