



EDEM 3500: Event Catering Operations Spring 2025

Gateway Center 131
Lecture: Mondays 11:00am – 1:50pm

January 13th – May 9th 2025

Course Description

Study of event catering, including operations, menu development, responsible alcohol service, sales, and relationships with other departments and outside vendors. Emphasis placed on logistical operations, seeking and servicing various market segments. A practical approach to understanding the role of catering operation in event management.

3 Credit Hours

Course Prerequisite

None

Optional Book

- 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

Instructor Information

Mark R. Schneider
CEC, CCE, AAC, EWMCS

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* See E-mail Policy Below

Phone: ###-###-####

Office: Club at Gateway Center, room 077

Office Hours: Thursday from 8:00 a.m. – 10:00 a.m. by appointment at office

E-Mail Policy

E-Mail Messaging to the Professor will follow the following rules:

Email Time Preference: E-mail should be sent in a professional time frame between the hours of 8:00am – 6:00pm unless it is an emergency communication.

Subject Line: The Subject Line must follow the below format to be properly and received and reviewed by the Professor.

Course Identification and Section (dash) Student Name (dash) Subject Title

Example: EDEM 3500.001 – Steve Smith – Test #3 Wouldn't Upload

Time of Review: Properly formatted and received E-mails will normally be reviewed and answered as quickly as possible or by end of day: Monday – Friday 8:00am – 6:00pm.

After Hours, Late Night, Early Morning, Professor's Professional or Personal Leave, and Weekends is at the Professors discretion and is based on a suitable variable time frame correlated with the professors' personal activities.

If an e-mail has not been returned by the professor within 36 hours. Resend e-mail or contact Department Administration to advance message

TA Information

Unassigned

- [Email:](#)
- Phone:
- Office:

What You'll Be Learning

Welcome to Event Catering Operations course. I look forward to our class and the education upon the industry segment of event catering. This course is designed to give you theoretical and practical perspectives on successfully managing and operating a food and beverage catering event. We are not training you to be chefs or wait staff, but rather familiarize you with how food service operations work. You are the future global leaders of our industry. This class will benefit you professionally for any hospitality career track in the United States or abroad.

How We'll Learn Together

The course structure of this class is face-to-face with a lecture structure with one out of class catering event. There will also be a group project that will require out of class time to prepare a "sales" pitch for a catering company action station. Student interaction and participation is essential. Students should be prepared by reviewing the lecture and course material before the prescribed class time and learning outcomes.

How to Demonstrate Your Learning

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:

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

Tips for Success

As your instructor, I am here to provide a supportive environment to help you learn, grow and have an appreciation for the Event Catering and the successful / profitable of this industry segment. I am committed to helping you be successful as a student.

Here is how to succeed at UNT:

- Showcase Professionalism
 - Professionally be on time which is 10 minutes early.
 - Be prepared to stay late. Event catering operations will always have a variable of guest service and may exceed scheduled time frame.
 - Show respect, be empathetic, and show support for each team member.
 - Only use professional language. No Cursing and use of derogatory terms
- Communicate & Find Support. Don't be afraid to ask questions and find help.
- Be Prepared & Take Control. Review and learn your assignment prior to the day of learning and execute that assignment with excellence.
- Get Involved. Look beyond your individual assignment and engage with assistance and help where needed.
- Be persistent. Work to a high standard and steady work rhythm from the beginning of semester to the end.

How Our Time Together Will Be Organized

Below is a list of topics and assignments we will be working on together throughout the course. Date regarding specific university deadlines maybe found by searching the Academic Calendar on the UNT Website.

Be aware that the formulated course schedule is a guideline as course pace and/or unforeseen delays may affect its proposed scheduling.

Course Schedule

Week	Lecture Content	Assignment, Quizzes, exam Dates	Lab Topic
Week 1	Welcome Syllabus Review Project Introduction		
Week 2	CH 1: Intro to the Catering Industry	• Chapter 1 Quiz Due By Sunday, by 11:59 PM	
Week 3	CH 2: Starting a Catering Business	• Chapter 2 Quiz Due By Sunday, by 11:59 PM	
Week 4	CH 3: Pricing for Profit	• Chapter 3 Quiz Due By Sunday, by 11:59 PM	
Week 5	CH 4: Setting Up a Catering Property	• Chapter 4 Quiz Due By Sunday, by 11:59 PM	
Week 6	CH 5: Staffing a Catering Business	• Chapter 5 Quiz Due By Sunday, by 11:59 PM	
Week 7	CH 6: Marketing a Catering Business	• Chapter 6 Quiz Due By Sunday, by 11:59 PM	
Week 8	CH 7: The Event Planner	• Chapter 7 Quiz Due By Sunday, by 11:59 PM	
Week 9	CH 8: The Production of the Menu	• Chapter 8 Quiz Due By Sunday, by 11:59 PM	
Week 10	CH 9: the Service	• Chapter 9 Quiz Due By Sunday, by 11:59 PM	
Week 11	CH 10: Dining & Beverage Management	• Chapter 10 Quiz Due By Sunday, by 11:59 PM	
Week 12	Group Project	• Chapter 10 Quiz Due By Sunday, by 11:59 PM	
Week 13	Group Project		
Week 14	Class Catering		
Week 15	Thanks Giving		
Week 16	Group Project		
Week 16	Finals		

Grading, Assignment, and Extra Credit

Quizzes	35%
Exams (Final) :	10%
Research Assignment:	10%
Group Project	30 %
Outside Class Catered Event	15%

Grading Scale

A =	90-100%
B =	80-89%
C =	70-79%
D =	60-69%
F =	59% or lower

Turnaround Time

I aim to return graded work to you within one week of the due date. When this is impossible, I will send an announcement to the class.

Grade Disputes

You are required to wait 24 hours before contacting me to dispute a grade. Within that time, you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to schedule a meeting (I cannot discuss grades over email). You should come to our meeting with specific examples demonstrating that you earned a higher grade than you received. You forfeit your right to a grade dispute if you miss your scheduled meeting. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

Extra Credit

Extra Credit may be earned by working in the kitchen for the Restaurant Operation Class on preparation days at a rate of 1 point per 2 hours of service on your final semester grade. Extra Credit is based on the available duties needed and is at the discretion of the instructor.

Projects & Assignment

Research Assignment

The student has their choice of two research assignments posted on the course Canvas: “Create a Catering Event” or “Research Paper – Catering Business”. The Criteria for each is posted on Canvas under the Module: Assignments.

Group Project / Catering Live Action

This course will culminate in a “Live Pitch” & Action Station event. This event will have the students work in team of three to formulate and execute a client “pitch” with a live action station for a early afternoon event. The Criteria for each is posted on Canvas under the Module: Assignments.

Additional Course Policies

Attendance

Students missing more than 30% of the course will be given a D for the final grade regardless of recorded scores. Only official department or university events or policies will supersede the Attendance Policy.

Tardiness & It is the policy of this course that 3 tardies or early departures will result in Early Departure: the student receiving an absence.

Plan your commute so you can arrive 10 minutes early.

The student should be aware that traffic, parking issues, and bad weather are not valid excuses for tardiness.

Falsifying your arrival time or departure time for lab will be considered a violation of the University Honesty Policy in this course and may result in further disciplinary action.

Assignments, Quizzes, Exams, Assignments

- All written assignments must be neatly typed in a standard font, size 12, double spaced.
- Assignments are due at the beginning of the class period on the specified due date.
- Online assignments are due by 11:59 pm on the date they are due.
- A copy of your manual must be turned into your instructor no later than 8:00 am on the due dates.

Expected Student Behavior

Student behavior is expected to be respectful of both other students and faculty. Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

Cell Phone Use

Non-Course related cell phone use will result in a loss of 5 point deduction to the student total grade per infraction. .

Tobacco, Alcohol, Drugs

The Club at Gateway Center is a tobacco-free environment (this includes smokeless tobacco). Students are not allowed to smoke any time during the scheduled lab time.

The use of any type of alcohol or illegal drugs by students at The Club at Gateway Center is absolutely forbidden! (Alcohol may be used in the preparation of recipes only).

Disciplinary action will be taken and may include a failing grade in the course and further action taken by the University.

In the event an instructor suspects that a student is under the influence of alcohol or illegal drugs or is "hung-over" during lecture or lab sessions, the instructor reserves the right to contact the authorities and pursue disciplinary action accordingly.

Personal Items

During lab times, the proper uniform is the only personal item that the students may have. All other items should be safely secured either offsite or in a locker in the locker room which is locked by the student with their own lock

Course Safety Statements

Students in the College of Merchandising, Hospitality, and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in-class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Hospitality & Tourism Management Mission, Vision, and Program Learning Outcomes

HTM Mission:

We educate the next generation of hospitality and tourism leaders who strive for excellence and embrace our diversity in a caring, innovative, and empowering community.

HTM Vision:

To be world-class in advancing innovative education, creating collaborative knowledge, and transforming future hospitality and tourism leaders.

HTM Program Learning Outcomes:

PLO1: Students will develop appropriate strategies for reaching their career goals in the global hospitality and tourism fields.

PLO2: Students will develop analytical and quantitative skills enhanced by information technology to support smart business decisions in the Hospitality and Tourism Industry.

PLO3: Students will integrate hospitality and tourism business principles and current trends to lead in diverse, collaborative, and global environments.

PLO4: Students will apply innovative and imaginative methods to Hospitality and Tourism business utilizing ethical and sustainable practices.

PLO5: Students will demonstrate effective and efficient communication skills in all settings.
Outcomes (SLOs)

For this course, we will focus on:

Critical Thinking (analytical) and measure success with your semester end journal assignment
Communication (professional) and measure success with your short-term paper on non-verbal communication

Teamwork (professional) and measure success with a contribution to project group work through effective communication, trust, and hard work.

Use Your Resources!

We all need additional support from time to time. Don't suffer in silence or feel you have to go at this alone. University life is filled with challenges! UNT has so many great resources to support you.

[Office of Disability Access](#)

The Office of Disability Access (ODA) can work with you on academic accommodations if needed. The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. You must obtain a new letter of reasonable accommodation each semester and must meet with each faculty member prior to implementation in each class. For additional information, refer to the [Office of Disability Access](#) website. You may also contact ODA by phone at (940) 565-4323 or visit their website to begin the registration process for additional support.

Additional Resources I encourage you to take advantage of are:

- [UNT's Counseling and Testing Services](#) can provide psychological counseling and academic testing
- [UNTWell](#) provides FREE individual and group counseling as well as a vocational assessment
- [UNT Food Pantry](#) is a great resource if you or someone you know experiences food insecurity
- [Academic Success Center](#) can support you in your academics

Our Learning Community

It is my goal to create an inclusive learning environment. Every student should feel supported in sharing their unique perspective and be treated with respect. You are an integral part of our learning community and your viewpoint and perspective are valuable to your fellow learners. Through our group discussions, you'll have opportunities for collaboration so your participation is essential to not only your learning but your fellow team members. In order for you and your teammates to get the most out of the course, please do your part by participating fully, sharing your insights and doing so by the deadlines provided.

When connecting with me and your fellow students, please keep an open mind and communicate in a respectful manner. We don't all have to agree, but we can learn from one another's unique perspectives. I encourage you to review UNT's student code of conduct so that we can all start with the same baseline of understanding ([Code of Student Conduct](#)).

Technical Difficulties?

If you have any technical issues submitting your assignments in Canvas, please do the following:

- Check that you are using a compatible browser, like Google Chrome.
- Contact the [Help Desk](#) for technology support.
- Email your instructor your assignment along with a screenshot of your chat with the Help Desk if they are unable to assist you with the submission issue. This will show me that you did complete

it on time. Then, resubmit to Canvas once you are able (occasionally, there are temporary glitches).

Additional UNT Policies and Resources

[Student Academic Integrity policy](#) Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success. An academic integrity violation could result in loss of points, a failing grade for the assignment or course, suspension or even expulsion depending on the severity. It's not worth a chance, so do your own work and ask for an extension if you need more time on an assignment.

[Spring 2023 Registration Deadlines](#). It may helpful to make note of important drop/add deadlines, etc.

[Student Support Services and Policies](#) There are many resources available on this site that may be worth bookmarking

Revision

- The instructors reserve the right to revise this syllabus, class schedule, and list of course requirements when such revisions will benefit the achievement of course goals and objectives. Any major revisions will be distributed during the lecture and/or lab period.
- Requirements may be amended during the semester, which could affect the total number of possible points and/or their distribution. Final grade points would then change accordingly

Student Acknowledgement

Read the below statement. After you have read the statement and are prepared to agree to the terms and policy of this course, Log in to Canvas and take the Syllabus Acknowledgement Quiz.

Statement:

I have read and understood the syllabus for HMGT 3251 provided to me by the course Instructor of the CMHT at the University of North Texas.

I understand that it is my responsibility to read and meet all the requirements outlined in the syllabus.

I understand that CMHT requires me to earn a minimum final course grade of a C (70.0%) to pass. A lower course grade below C requires that I retake the course.

I understand that I am responsible for keeping a record of my grades/points earned in this course during the semester.

I understand that it is my responsibility to seek clarification and/or assistance during the semester from my instructor as it relates to the course requirements and/or my performance in this course.

