



VISION

A research-driven university geared towards the development of human capital, imbued with social conscientiousness.

MISSION

- a. Builds and embraces a sustainable research culture among students, faculty and no teaching staff in support of its academic programs and community extension thrusts.
- b. Honors the talents and potentials of the students towards the practice of professions to be responsive to the changing local and global demands of time.
- c. Capacitates a community guided by the university extension framework.
- d. Exemplifies the ideals of leadership and service to humanity

PROGRAM EDUCATIONAL OBJECTIVES	MISSION			
	A	B	C	D
Few years after graduation, the alumni of BSHM Program shall have:				
1. Practiced in the areas of Food Production, Accommodation, Food and Beverage Service, Events Planning, and other emerging sectors of Hospitality Industry in the national, regional or international environment.	✓	✓	✓	✓
2. Apply technical skills and competencies required in the field with a flexible mind-set necessary to stay competitive.	✓	✓	✓	✓
3. Pursue relevant professional development to cope with the challenges of the emerging and evolving business environment.	✓	✓	✓	✓
4. Attain a high level of career success as evidenced by the elevation of position of increased responsibility.	✓	✓	✓	✓
5. Maintain the highest level of professional competence.	✓	✓	✓	✓
6. Carry out the profession with strict adherence to professional and ethical standards.	✓	✓	✓	✓
7. Involve actively and willingly in the implementation of the organization's Corporate Governance and Social Responsibility.	✓	✓	✓	✓
8. Earn the distinction and respect in exercising excellent judgment and decision making.	✓	✓	✓	✓

Student Outcomes and Relationship to Program Educational Objectives

Student Outcomes		Program Educational Objectives							
		1	2	3	4	5	6	7	8
(a)	Produce food products and services complying with enterprise standards	✓	✓	✓	✓	✓	✓	✓	✓
(b)	Apply management skills in hospitality service operations	✓	✓	✓	✓	✓	✓	✓	✓
(c)	Perform and provide full guest cycle services for front office	✓	✓	✓	✓	✓	✓	✓	✓
(d)	Perform and maintain various housekeeping services for guest and facility operations	✓	✓	✓	✓	✓	✓	✓	✓
(e)	Plan and implement a risk management program to provide a safe and secure workplace	✓	✓	✓	✓	✓	✓	✓	✓
(f)	Provide hospitality service and manage the operation seamlessly based on industry standards	✓	✓	✓	✓	✓	✓	✓	✓

Course Title: Catering Management	Date Effective: 2 nd Semester A.Y. 2018-2019	Date Revised: December 03, 2018	Prepared by: Marcel S. Gawayen Faculty, HM	Reviewed by: Maricar D. Morqueda Faculty, HM	Approved by: Dr. Rosemarie Cruz-Español Dean, CBA	Page 1 of 6
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COURSE SYLLABUS

1. **Course Code** : **HM 4213**
2. **Course Title** : **CATERING MANAGEMENT**
3. **Pre-requisite** : None
4. **Co-requisite** : None
5. **Credit** : 3 units
6. **Course Description** : This course provides students with skills and knowledge required to analyze, interpret and manage the departmental operation for the food and beverage division of a hospitality establishment.

7. Course Outcomes (COs) and Relationship to Student Outcomes:

Course Outcome		Student Outcomes*					
		(a)	(b)	(c)	(d)	(e)	(f)
1	Develop a plan, design and costing and other necessary procedures required for effective catering operations.	LP	LP	LO	LO	LP	LP
2	Integrate the different types of menu, as well as planning, designing, and costing through a proposal	LP	LP	LO	LO	LP	LP
3	Provide on-site catering services for diverse client	LP	LP	LO	LO	LP	LP

***L** – Facilitate **LEARNING** of the competencies (Input is provided and competency is evaluated)

P – Allow student to **PRACTICE** competencies. (No input but competency is evaluated)

O – Provide **OPPORTUNITY** for development. (No input or evaluation but there is opportunity to practice the competencies)

NE- Not Evident

8. Course Coverage :

WEEK	DAY	TOPICS	TLA	TA	COURSE OUTCOMES
1	1	Assessment on Prior Knowledge	Group/ Class Discussion	Written Questions	CO1, CO2, CO3
		Orientation on VMGO, Policies and Other Course Requirements			
		The World of Catering: Types of Catering			
	2	Catering and Its importance in Hospitality Industry	Lecture/ Class Discussion	Written Questions	CO1
		Food Service and Catering Establishments	Group Discussions	Oral Questions	CO1
2		Successful Catering Service			
	3	Factors and Guidelines for Successful catering Service and Procedure	Group Presentation	Written Questions Portfolio of Evidence	CO1
	4	Qualities of good caterer and catering personnel	Group Presentation	Written Questions Portfolio of Evidence	CO1
3 to 4		The Functions of Catering			
	5	Function Catering and its types	Group Presentation	Written Questions	CO1, CO2

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5 to 6			Group Exercises	Portfolio of Evidence	
	6	Banquet Service and Banquet Staff's Duties and Responsibilities	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
		Getting Started			
	7	Planning the business	Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	8	Mission Statement	Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
		PRELIM EXAM		Written Exam	
		Setting up Catering Business			
	9	The Business Plan	Class Discussion Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	10	Catering Service Event Planning	Class Discussion Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	11	Choosing Catering Service Event Provider	Class Discussion Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	12	Food Preparation and Design	Class Discussion Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	7 to 8		Operations – Execution of Tasks		
13		Setting up the Catering Kitchen and Equipment	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
14		Staffing	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
15		Marketing (4p's, Marketing Strategy, Marketing Tools, Websites)	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
16		Event Planning	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
9 to 10		MIDTERM EXAM		Bidding and Proposal of Catering Business Plan	
		Equipment and Design Consideration			
	17	Location (The pros and cons)	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	18	Commissary Equipment	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	19	Tools used in Catering Service	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
	20	Food Service Establishment's Blueprint	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
11		Operations Controlling			
	21	Transportation Facilities	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2

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	22	Logistics	Group Presentation Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
12		Legal Issues in Catering			
	23	Protection and Risk Mitigation to Catering service providers	Group Discussions	Written Questions Portfolio of Evidence	CO1, CO2
	24	Legal Issues to Ponder	Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2
		SEMI FINAL EXAM		Written Exam	
13 to 14		Putting up the Business			
	25	Securing Business Permits and Licenses	Class Discussions Practice Sessions	Written Questions Portfolio of Evidence	CO1, CO2, CO3
	26	Food Safety Training	Class Discussions Practice Sessions	Written Questions Portfolio of Evidence	CO1, CO2, CO3
	27	Innovation	Class Discussions Practice Sessions	Written Questions Portfolio of Evidence	CO1, CO2, CO3
	28	Business Concept and Research and Development (R&D)	Class Discussions Practice Sessions	Written Questions Portfolio of Evidence	CO1, CO2, CO3
15 to 16		Pricing and Menus			
	29	Menu Planning and Menu Setting	Research Group Exercise	Written Questions Portfolio of Evidence	CO1, CO2, CO
	30	Themes	Research	Portfolio of Evidence	CO1, CO2
	31	Market Research and Analysis	Research	Portfolio of Evidence	CO1, CO2
	32	Sample Menus	Research	Portfolio of Evidence	CO1, CO2,
	FINAL EXAMINATION			Practical Demonstration on simulated work condition	

9.

Grading System: Reportorial Grade: Averaging	$\frac{\text{Prelim} + \text{Midterm} + \text{Semi Final} + \text{Final}}{4} = \text{Final Grade}$
Components of Periodic Assessment	
The components of Periodic Assessment shall be as follows:	
a. General and Professional	
Major Written Exams (prelims, midterms, semi-finals, finals)	- 40%
Written Output (research report/projects/portfolio)	- 30%
Progressive Assessment (quiz, reporting, role play, homework, others)	<u>- 30%</u>
Total	100%
b. Pure Laboratory Subjects	
Major Written Exams (prelims, midterms, semi-finals, finals)	- 20%
Practical Assessment	- 60%
Progressive Assessment (quiz, reporting, role play, homework, others)	<u>- 20%</u>
Total	100%

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c. Subjects with Laboratory

Major Written Exams (prelims, midterms, semi-finals, finals)	- 35%
Practical Assessment	- 35%
Progressive Assessment (quiz, reporting, role play, homework, others)	- 30%
Total	100%

Classroom Policies**a. Attendance**

Regular attendance of classes is required. A student who incurs more than 20% of unexcused absences in a semester will be dropped from the rolls. If an absence is foreseeable, the student is required to advise the instructor on such so that arrangements can be made for any make up work. Although, attendance per se is not given a grade equivalent, it will have a bearing on participation in class activities and/or group presentations that will be graded. A student who miss a class is responsible for the lessons taken up and are not excused on any work assigned for a particular class session.

b. Submission of Assessment Tasks (Student Outputs)

Should be on time; late submittal of coursework's will not be accepted, or where there is a valid justification, its acceptance is upon the faculty discretion subject to reasonable grade penalties.

c. Major Examination (Long Quiz or Major Exams)

Will be administered as scheduled. No special exam will be given unless with a valid reason subject to the approval of the Dean of the College.

d. Course Portfolio

Is required and will be collected at the end of the semester. Lost documents will not be given due credit.

e. Language of Instruction

Lectures, discussion, and documentation will be in English except in Filipino Subjects.

f. Academic Integrity

Cheating during examination, copying another student's assignment & report, submission of reports copied from other sources/ materials (plagiarism) are strictly prohibited. Anyone caught guilty of any or all of these violations will be sanctioned according to what is provided for in the Student's Handbook.

g. Wearing of prescribed uniform and ID/ Dress and Grooming Codes

Wearing of the official prescribed uniform and ID inside the University must be strictly observed from Monday to Thursday. Fridays and Saturdays are considered wash day, thus, proper dress code and grooming is a requirement.

h. Grave misconduct

Any form of disrespect to your teacher or to others will not be tolerated and is meted corresponding sanction.

i. Consultation Schedule

Consultation schedules with the Instructor are posted at the Faculty Office. It is recommended that the student avail of these services by setting an appointment to confirm the instructor's availability.

Suggested Readings and

(2014), *Remarkable Service*, Published: John Wiley & Sons, Inc., Hoboken, New Jersey.

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<p>References</p>	<p>Punay, M.L, (2015), <i>Food Service Management</i>, Published: Rex Bookstore, Manila Philippines</p> <p>Mattel, B., (2016), <i>Catering: A guide to managing a successful business operation</i>, Published: Wiley</p> <p>Choudary, V., (2014)., <i>Fundamentals of Catering, Hospitality and Tourism</i>. Published: Anmol Publications PVT.LTD</p> <p>Szende, P. (2018), <i>Hospitality Management Learning Modules</i>. Retrieved from: https://www.pearsonhighered.com/hmods/modules/special-segments-and-operations/hotel-banquet-management/index.html</p> <p style="text-align: right;">Verified as to the Availability of Resources:</p> <p style="text-align: right;"><u>Dr. Aileen Basiga- Catacutan, MSLS</u> Director of Libraries</p>
<p>Course Requirements/ Outputs</p>	<p>Catering Service Business Plan</p> <p>Catering Event with Activity Report</p>

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