



<b>Course Code</b> THOM 200	<b>Course Title</b> Food Services in Special Events	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality, Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> HOSP 110
<b>Type of Course</b> Major/Elective	<b>Field</b> Hospitality/Tourism / Business	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer</b> George Panayiotou
<b>Mode of Delivery</b> face-to-face/	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

**Objectives of the Course:**

The main objectives of the course are to:

- Introduce students to the planning, organizing and operational aspects of conventional and non-conventional events operations.
- Provide students with knowledge, skills, creativity and specific techniques in Food Services in Special Events.
- Help students manage and administer a range of special events, banquets and conventions, ensuring customer satisfaction, food quality and safety.

**Learning Outcomes:**

After completion of the course students should be able to:

1. **Develop general knowledge** on the origins and development of banqueting, events and foodservice.
2. **Identify the nature and** type of special events and conventions and the scope of their operation.
3. **Describe basic principles** of food and beverage planning to satisfy needs of the audience, participants, staff and other stakeholders.
4. **Identify systems and procedures** for foodservices management, procurement and control in special events and conventions.

5. **Recognize** internal regulations and external legislation governing provision of foodservices for special events and conventions.
6. **Develop** needs assessment strategy to trace and manage key stages in special events and conventions coordination.
7. **Apply knowledge/concepts** of events and banqueting management to real world situations in individual and team-based work.

**Course Content:**

**Chapter 1: Historical Banqueting.** Introduction / Banqueting: Civilized Customs In Ancient Civilization. The Banquet Hall. Renaissance European Banqueting. Eighteen Century Banqueting. Nineteenth Century Menu Revisions. Native American Feasts. The Colonial Period. Nineteenth Century Banqueting. American Presidential Banqueting.

**Chapter 2: Styles of Catering Operations.** Full Service Restaurant. Hotel Food And Beverage Facilities. Catering Halls. Independent Caterers. Private Clubs. Contract Feeding. Gourmet Food Shops And Delicatessens.

**Chapter 3: Catering Food Service Development.** Developing A Catering Business. Market Survey Information. Customer. Competition. Analyzing The Competition. Community. Labor. Location. Feasibility Statement. Applying Market Survey Information.

**Chapter 4: Catering sales and Marketing and Computer Software Support.** The Marketing Cycle. The Marketing Mix. Cuisine, Entertainment, And Concept Trends. Maximizing Catering Revenue Management. Packaging Catering Service. Measuring Customer Satisfaction. Catering Computer Management And Software Support. Marketing. Event Information And Reports. Reporting Forms. Desktop Publishing.

**Chapter 5: Catering Menu Program.** The Catering Menu Program. Menu Formats. Styles Of Service. Price Range. Menu Item Selection. Cuisine. Food Production. Seasonal Menus. Awareness Of Customer Needs.

**Chapter 6: Food and Beverage Operational Controls.** Operational Controls. Purchasing Controls. Production Controls. Presentation Controls. Catering Menu Meeting. Beverage Controls.

**Chapter 7: Catering Menu Pricing and Controls.** Cost And Profit. Breakeven Analysis. Menu Pricing. Price Range. Catering Pricing Methods. Maintaining Food Cost Percentages. Package Pricing.

**Chapter 8: Catering Menu Design.** Menu And Sales Presentation Design. Sales Presentation Covers. Menu Design Format. Layout. Typeface. Paper And Color. Illustration And Graphic Design.

**Chapter 9: Catering Beverage Management.** Beverage Management. Catering Beverage Pricing. Catering Beverage Menu Planning. Alcohol Service And Liability.

**Chapter 10: Quality Service and Standards Training.** Quality. Establishing Quality. Establishing Standards. Staffing Levels. Training For Quality Standards.

**Chapter 11: Managing Catering Equipment.** Managing Catering Equipment. Front Of The House Equipment. Back Of The House Equipment. Rental Equipment

**Chapter 12: Principles Of Design.** Design and Decoration in Events. Basic Event Design. Basic Aesthetic Principles. Practical Aesthetic Principles. Design and Global Event Management.

**Supplemental Chapter: The Art Of Light.** Design and Direction. Lighting Events.

Aesthetics. Lighting Equipment. Risk Management. Changing Technology.  
**Supplemental Chapter: Unique Decorative Elements.** Entertainment/Living Décor. Decorative Signage. Food for the Eye. Decorative Lighting Effects. Candles. The Magic of Ice. Pyrotechnics.  
**Supplemental Chapter: Nonprofit And Charity Events.** Designing for Nonprofit Event Goals. Decorating Different Types of Nonprofit Events.  
**Supplemental Chapter: Corporate Celebrations And Ceremonies.** Designing External Events (Marketing). Designing Internal Events (Operations). Decorating Advertising Events. Receptions. Decorating Public Relations Events. Decorating Human Relations Events.  
**Supplemental Chapter: Milestone And Social Events.** Party Design. Life-Cycle Events. Personal Social Events.  
**Supplemental Chapter: Wonderful Weddings.** Nuptial Goals and Objectives. Ceremony. Style. Themes. Receptions. Related Events.  
**Supplemental Chapter: Festivals, Fairs, Parades, And Spectacles.** Festivals. Fairs. Parades. Spectacles.

**Learning Activities and Teaching Methods:**

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/assignments

**Assessment Methods:**

Students' PowerPoint presentations, assignments, exercises , Midterm exam, Final exam

**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Panayiotou, G.	THOM 200 - Lecture Notes	n/a	Yearly	n/a
Scanlon, N. L.	Catering Management, 3rd Edition	Wiley	2006	0471429814
Silvers, J. R.	Professional Event Coordination	Wiley	2003	0471263050

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Monroe, J.	Art of the Event: Complete Guide to Designing and Decorating Special Events.	Wiley.	2006	0471426868
Manask, A. M. and Mitchell, S.	The Complete Guide to Foodservice in Cultural Institutions: Keys to Success	Wiley.	2001	0471396888

	in Restaurants, Catering, and Special Events			
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