



Course Syllabus

Course Code	Course Title	ECTS Credits
THOM-200	Food Services in Special Events	6
Prerequisites	Department	Semester
HOSP-110	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory/Elective	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Mr George Panayiotou	2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

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 are expected to 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:

1. **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.
2. **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.
3. **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.
4. **Chapter 4: Catering sales, 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.
5. **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.
6. **Chapter 6: Food and Beverage Operational Controls.** Operational Controls. Purchasing Controls. Production Controls. Presentation Controls. Catering Menu Meeting. Beverage Controls.
7. **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.
8. **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.
9. **Chapter 9: Catering Beverage Management.** Beverage Management. Catering Beverage Pricing. Catering Beverage Menu Planning. Alcohol Service and Liability.
10. **Chapter 10: Quality Service and Standards Training.** Quality. Establishing Quality. Establishing Standards. Staffing Levels. Training For Quality Standards.
11. **Chapter 11: Managing Catering Equipment.** Managing Catering Equipment. Front of the House Equipment. Back Of the House Equipment. Rental Equipment
12. **Chapter 12: Principles of Design.** Design and Decoration in Events. Basic Event Design. Basic Aesthetic Principles. Practical Aesthetic Principles. Design and Global Event Management.
13. **Supplemental Chapter: The Art of Light.** Design and Direction. Lighting Events. Aesthetics. Lighting Equipment. Risk Management. Changing Technology.

14. **Supplemental Chapter: Unique Decorative Elements.** Entertainment/Living Décor. Decorative Signage. Food for the Eye. Decorative Lighting Effects. Candles. The Magic of Ice. Pyrotechnics.
15. **Supplemental Chapter: Nonprofit and Charity Events.** Designing for Nonprofit Event Goals. Decorating Different Types of Nonprofit Events

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 / Readings:

Title	Author(s)	Publisher	Year	ISBN
Events Management: An International Approach	Nicole Ferdinand, Paul J. Kitchin	Thousand Oaks : SAGE	2021	9781529766479

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Festival and Special Event Management, Essentials Edition	Johnny Allen, Robert Harris and Leo Jago	Wiley	2021	9780730369400