

**Day 1: Introduction, Syllabus Review, Discussion on Event Themes / Locations**

- **Learning Objectives**

- Student will understand instructor's expectations and will understand syllabus and course objectives
- Students will learn to analyze their career path and assess what they need to learn and focus on to get there
- Gain knowledge of how to plan and develop an event concept
- Student will be able to write and cost out their own menu for their event

- **Lecture**

Instructor lectures about course expectations and outline as well as what is expected for the students "pop up" or event project. Instructor will give advice and information on ways to write better menus, how to plan an event, etc.

- **Demonstration**

Instructor will give a demo on how to properly write and conceptualize a menu

- **Competency-Based Applied Learning Activity**

Students are to immediately begin working on their own concept idea and put a rough draft to paper

- **Reading / Homework Assignment**

Students are to work on their concept, menu and recipes so they can be finalized on day 2.

- **Assessment**

Participation  
Uniform  
Professionalism  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward

**Day 2: Event Management Process; Catering Documentation / Banquet Event Order Creation**

- **Learning Objectives**

- Gain and understanding of proper and acceptable HR practices and begin to implement them in their team
- Understand the employee cycle
- Students learn the proper way to write a resume and also how to read a resume when hiring staff
- Knowledge of how to place a food order properly and how to build and use an order guide
- Student will complete and turn in a final menu and concept with recipes

- **Lecture**

Instructor will lecture about HR practices, the employee cycle, food ordering procedure and proper resume writing.

- **Demonstration**

Instructor will demo writing a proper resume as well as how to build an order guide

- **Competency-Based Applied Learning Activity**

Students will build their own menus, order guides and mock resumes

- **Reading / Homework Assignment**

Students will work on and complete their resume and order guides to turn in at beginning of day 3

- **Assessment**  
Participation  
Professionalism  
Uniform  
Accuracy and detail of menu and recipes  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward

### Day 3: Budget Creation; Menu and Recipe Development for Class Events

- **Learning Objectives**
  - Learn how to motivate employees effectively, positively, and within compliance
  - Learn the purpose, and how to write and administer and performance evaluation
  - Students should understand how to hand and resolve a conflict situation between employees
  - Mock interviews with classmates to gain knowledge of process and begin to “hire” their team
  - Students go over resumes and learn how to improve and further develop them
- **Lecture**  
Instructor will lecture on motivation employees, evaluating them, and how to resolve conflicts in the workplace
- **Demonstration**  
Instructor will set up mock scenarios to demonstrate proper technique for interviewing, evaluating and employee, etc.
- **Competency-Based Applied Learning Activity**  
Students will set up and execute their own mock interviews and begin to build their event team
- **Reading / Homework Assignment**  
Read Cost Control pages 81-86 in Professional Cooking Ed. 8
- **Assessment**  
Professionalism  
Uniform  
Participation effort in mock interviews  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward

### Day 4: Logistics of Event Planning / Settings; Create Food Order and Equipment Lists

- **Learning Objectives**
  - Student will comprehend Food Cost/Labor Management and be able to calculate them accurately
  - Understand budgeting and how to forecast and watch trends
  - Proper personnel management, and how to write a proper job description
  - Labor scheduling and how to write a functioning schedule
  - Student will gain knowledge of how to plan an event
- **Lecture**  
Instructor will lecture on food/labor cost, budgeting, job descriptions and labor scheduling.
- **Demonstration**  
Instructor will demo how properly figure out food and labor cost based off what students read in professional cooking
- **Competency-Based Applied Learning Activity**

Students will cost out their own food menu and write a schedule for their event, which they will also cost labor for

- **Reading / Homework Assignment**

Write a mock schedule and calculate labor cost based on schedule. Also calculate food cost based on approved recipes for event

- **Assessment**

Participation

Professionalism

Uniform

Sous Chef Report

Sustainability & Sanitation Steward

Food & Supply Steward

### Day 5: Event Marketing, PR, and Advertising; Create External Promotional Materials / Signage for Class Events

- **Learning Objectives**

Students will learn the role of management and how to properly manage employees

Gain understanding of effective training procedures and importance of proper employee training

Should understand different leadership philosophies

Team 1 is built and begins their event prep.

- **Lecture**

Instructor lectures on leadership philosophies and the role of management in a business

- **Demonstration**

Instructor does some mock employee training exercises

- **Competency-Based Applied Learning Activity**

Students "hire" their own team and then begin to execute their event prep

- **Reading / Homework Assignment**

Finalize event prep list and details for event which will be held next class. Menus should be printed and spellchecked etc.

- **Assessment**

Participation

Professionalism

Uniform

Sous Chef Report

Sustainability & Sanitation Steward

Food & Supply Steward

Cleanliness During Event Prep

Teamwork

### Day 6: Defining Employee Roles / Cycle, Management Techniques, Event Prep; Personnel Roles for Event #1

- **Learning Objectives**

Student learns how to effectively prep and execute the service of an event for the public

Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting

Student must learn to serve, engage, and get feedback from actual customers

Student will learn to deal with constructive feedback and criticism.

- **Lecture**

Instructor turns lecture over to leader of team #1 to instruct his or her crew on what they need to do

- **Demonstration**  
Instructor lets student team leader do any demoing
- **Competency-Based Applied Learning Activity**  
Prepare and execute an actual event for the public
- **Reading / Homework Assignment**  
Prepare for Team #2's event. Take home customer evaluations from Team #1's event and analyze with student team members comments on how they could have improved
- **Assessment**  
Ability to execute event  
How leader treated employees  
How food tasted  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

#### Day 7: Catered Event #1: Action Stations

- **Learning Objectives**
  - Understand how to handle employee/ employer relations
  - Student will comprehend and understand legal and regulatory issues and how to follow them
  - Students will rotate positions on their teams and learn a new role within the team
  - Continue honing in and getting better at executing an event for the public
- **Lecture**  
Lecture on protocol for employee relations and go over some legal and regulatory issues and their consequences if not followed
- **Demonstration**  
Students take over demo after lecture and begin to lead their team
- **Competency-Based Applied Learning Activity**  
Students begin actual preparation for Team #2's pop up event
- **Reading / Homework Assignment**  
Finalize menu prep list and work any any other details needed to execute event on day 8
- **Assessment**  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

## Day 8: Event Technology, Entertainment, Specialized Food Preparation; Create Food Order and Equipment Lists

- **Learning Objectives**

- Student learns how to effectively prep and execute the service of an event for the public
- Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
- Student must learn to serve, engage, and get feedback from actual customers
- Student will learn to deal with constructive feedback and criticism

- **Lecture**

Student leader of Team #2 takes over any lecture for the day to direct their team

- **Demonstration**

Student leader takes over any demos that occur to show his or her team how to do something

- **Competency-Based Applied Learning Activity**

Students plan, prepare, and execute a full up event that serves the public.

- **Reading / Homework Assignment**

Prepare for Team #3's event. Take home customer evaluations from Team #2's event and analyze with student team members comments on how they could have improved

- **Assessment**

Ability to execute event  
How leader treated employees  
How food tasted  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

## Day 9: Client Contracts / Negotiations; Role Play Client / Caterer with Event Contract Creation Meeting

- **Learning Objectives**

- Student get a review and deeper understanding of event budgeting and forecasting
- Students rotate positions on the team and continue to learn how to effectively prep and execute the service of an event for the public
- Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
- Student must learn to serve, engage, and get feedback from actual customers
- Student will learn to deal with constructive feedback and criticism.

- **Lecture**

Instructor will lecture further on event budgeting and forecasting

- **Demonstration**

Instructor will turn demo over to student leader of Team #3

- **Competency-Based Applied Learning Activity**

Students begin actual preparation for Team #3's pop up event

- **Reading / Homework Assignment**

Finalize menu prep list and work any any other details needed to execute event on day 10. Students also work on a forecast for their mock pop up to turn in on day 10

- **Assessment**

Participation

Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

### Day 10: Career Paths and Entrepreneurship in Catering and Event Management, Event Prep

- **Learning Objectives**
  - Student learns how to effectively prep and execute the service of an event for the public
  - Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
  - Student must learn to serve, engage, and get feedback from actual customers
  - Student will learn to deal with constructive feedback and criticism
- **Lecture**

Student leader of Team #3 takes over any lecture for the day to direct their team
- **Demonstration**

Student leader takes over any demos that occur to show his or her team how to do something
- **Competency-Based Applied Learning Activity**

Students plan, prepare, and execute a full up event that serves the public.
- **Reading / Homework Assignment**

Prepare for Team #4's event. Take home customer evaluations from Team #3's event and analyze with student team members comments on how they could have improved
- **Assessment**

Ability to execute event  
How leader treated employees  
How food tasted  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

### Day 11: Catered Event #2: Offsite Event, Passed Appetizers and Beverages

- **Learning Objectives**
  - Student furthers knowledge and understanding of branding and marketing their business
  - Gains deeper understanding of pricing a menu, and proper mark up for both food and beverages
  - Students rotate positions on the team and continue to learn how to effectively prep and execute the service of an event for the public
  - Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
  - Student must learn to serve, engage, and get feedback from actual customers
- **Lecture**

Instructor lectures about branding, marketing strategies, and menu pricing

- **Demonstration**  
Instructor demos proper protocol for menu prices and shows some examples of good vs. bad branding. Turns it over to student leader of Team #4 to continue any demos
- **Competency-Based Applied Learning Activity**  
Student comes up with branding and a mock marketing strategy for their concept and then students begin actual preparation for Team #4's pop up event
- **Reading / Homework Assignment**  
Students come up with their own branding a marketing strategy to turn in by day 15.  
Finalize menu prep list and work any any other details needed to execute event on day 12.
- **Assessment**  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

**Day 12: Classical and Modern Buffet Design, Decorative Platters and Buffet Tables; Chaud/Froid, Aspic, Platter Work, Centerpieces**

- **Learning Objectives**
  - Student learns how to effectively prep and execute the service of an event for the public
  - Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
  - Student must learn to serve, engage, and get feedback from actual customers
  - Student will learn to deal with constructive feedback and criticism
- **Lecture**  
Student leader of Team #4 takes over any lecture for the day to direct their team
- **Demonstration**  
Student leader of Team #4 takes over any demo for the day to direct their team on what to do
- **Competency-Based Applied Learning Activity**  
Students plan, prepare, and execute a full up event that serves the public.
- **Reading / Homework Assignment**  
Prepare for Team 5's event. Take home customer evaluations from Team #4's event and analyze with student team members comments on how they could have improved
- **Assessment**  
Ability to execute event  
How leader treated employees  
How food tasted  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

### Day 13: Beverage Service: Possibilities, Pairings, Legal Liabilities; Event Prep

- **Learning Objectives**

- Students learn how to tie their business concept into the local food system as a whole.
- Gain deeper understanding about career planning and what being an entrepreneur entails
- Student understands how to create a product portfolio and builds one for their final presentation
- Students rotate positions on the team and continue to learn how to effectively prep and execute the service of an event for the public
- Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting

- **Lecture**

Instructor lectures on tying your business into the local food system, career planning review, and entrepreneurship. Also explains expectations for product portfolio

- **Demonstration**

Turns it over to student leader from team #5 to demo what they want their team to do

- **Competency-Based Applied Learning Activity**

Build product portfolio

Students begin actual preparation for Team #5's pop up event

- **Reading / Homework Assignment**

Work on product portfolio for day 15 final presentation

Finalize menu prep list and work on any other details needed to execute event on day 14.

- **Assessment**

Participation

Professionalism

Uniform

Sous Chef Report

Sustainability & Sanitation Steward

Food & Supply Steward

Cleanliness During Event Prep

Teamwork

### Day 14: Catered Event #3: Buffet

- **Learning Objectives**

- Student learns how to effectively prep and execute the service of an event for the public
- Gains knowledge of how to motivate and manage a team in a real world restaurant/kitchen setting
- Student must learn to serve, engage, and get feedback from actual customers
- Student will learn to deal with constructive feedback and criticism

- **Lecture**

Instructor turns lecture over to student leader for Team #5

- **Demonstration**

Instructor turns demo over to student leader from Team #5

- **Competency-Based Applied Learning Activity**

Students plan, prepare, and execute a full up event that serves the public.

- **Reading / Homework Assignment**

Work on final presentation and product portfolio

Take home customer evaluations from Team #5's event and analyze

with student team members comments on how they could have improved

- **Assessment**

Ability to execute event

How leader treated employees



How food tasted  
Participation  
Professionalism  
Uniform  
Sous Chef Report  
Sustainability & Sanitation Steward  
Food & Supply Steward  
Cleanliness During Event Prep  
Teamwork

**Day 15: Project Portfolio, Final / Practical Exam**

- **Assessment**  
Student Final Presentations