

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

CC/SR# 143-17/18

Curriculum Request Sign-Off Action Sheet

Check one: Course



Program/Option/Certificate/COA



(Instructions: Attach appropriate proposal forms to this cover sheet.)

Current Title: HRM 204 Food Purchasing

Proposed Title (if new or seeking modification): _____

Date of Action:

3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: [Signature]

Academic Department Chair: Dr. Pierre LaGuerre

Signature: [Signature]

DEPARTMENT VOTE TALLY: 4 Yes; 0 No; 0 Abstain

Dean: Dr. Victor Brown

Signature: [Signature]

Senate Curriculum Auditor (Programs): _____

Signature: _____

Senate Course Auditor (Courses): Jean Dalrymple

Signature: [Signature]

Curriculum Committee Action: _____

Comments: _____

VP Academic Affairs Signature: _____

Comments: _____

General Education Committee Action (if required): _____

GEC Chair: _____

Senate Action: _____

Comments: _____

President's Signature: _____

Comments: _____

Notification to Associate Dean of Curriculum for Board of Trustees Resolution

Board of Trustees' Action (if approval required): _____

Notification to Senate Secretary

Notification to Financial Aid

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

Course Proposal Form

CC/SR# 143-17/18

Check one: Addition _____ Modification ☒ Deletion _____ Other _____

Current Title: HRM 204 Food Purchasing

Proposed Title (if new or seeking modification): _____

Send to General Education Committee after Curriculum Committee action? YES ☐ NO ☒

Expected date of implementation upon approval (semester, year): Fall 2018

Date of Action:

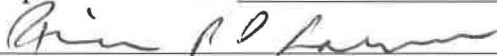
3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: 

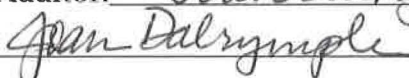
Academic Department Chair: Dr. Pierre LaGuerre

Signature: 

Dean: Dr. Victor Brown

Signature: 

Senate Course Auditor: Juan Dalrymple

Signature: 

Attachments required:

If seeking a modification, include the current materials with the proposed materials.

1. List of credits and contact hours [specify lecture and lab hours, if appropriate]
2. List of pre- and co-requisite[s]
3. Catalog description [75 words or less]
4. Course syllabus
5. Rationale which includes:
 - a. Description of need
 - b. A list of requirements of an accrediting agency (if applicable)
 - c. Letters establishing acceptance for transfer credit at other colleges
 - d. Comments of an advisory committee or other appropriate experts/community groups
 - e. Faculty requirements
 - f. Staff requirements
 - g. Library resources, including costs
 - h. Equipment
 - i. Space requirements
 - j. Other resources and costs
6. Provide signed print copies of the proposal forms and email a copy of all materials to Associate Dean of Curriculum, Dr. Ilene Kleinman (ikleinman@bergen.edu)

Proposals must meet state and local requirements or they will be returned.

HRM 204 Food Purchasing

Curriculum where this course is found:

Program: Hotel and Restaurant Management (HRM)

- AAS Hospitality Management
- Certificate in Hospitality Management

Rationale for the course modification:

This course and syllabus needs a review and revision, notably in regard to up-to-date course content, course description, learning objectives, grading percent breakdown, and week-by-week topics.

The Hotel and Restaurant Management faculty have met, reviewed and collaborated together in this joint effort to bring the topics and content delivery up to date to prepare students for contemporary jobs in various hospitality and foodservice industries. The faculty agreed on the proposed revisions to be presented to the Curriculum Committee, Senate, and Administration.

After having discussions with other faculty in the department and receiving recent advice from advisory board committee members plus industry professionals, we developed a series of course modifications without increasing the number of credits. We focused a great deal on narrowing down the course objectives to 4-5, revising the course description to accurately provide a general overview, restructuring the week-by-week topics and grading percentage, and we reviewed the existing pre-requisites and lecture versus lab hours.

The proposed course modification/syllabus begins on the next page. All proposed changes are marked in red. The proposed syllabus follows the BCC Syllabus Guidelines provided in the Faculty Senate part of the college website. The current syllabus (from Syllabi Central on the college website) appears on the pages that come after the proposed syllabus.



Bergen Community College
Division of Business, Arts, and Social Sciences
Department of Business & Hotel/Restaurant Management

HRM 204 Food Purchasing

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other ___

Syllabus last reviewed by: BCC General Education Committee ___ Date: ___

(Most courses need review Ad Hoc Committee on Learning Assessment ___ Date: ___

by only one of the following) **Curriculum Committee:** ___ Date: ___

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: Food Purchasing HRM 204

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course introduces purchasing and the inventory management of food and non-food supplies. Topics include the development of purchase specifications, determination of ordering quantities, vendor selection, inventory taking procedures, receiving, storage and issue management. Various types of record keeping, controls, yield and costing factors are examined. Current technology in purchasing is explored.

Hours: Lecture [2.00]

2 credits

Prerequisites: HRM 101

Co-requisites: None

Cross Listed Courses: None

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Develop effective purchase specifications based on various menus
2. Conduct proper receiving procedures assuring quantity and quality standards of food and non-food supplies
3. Explain the legal requirements and execute proper receiving and storage of both raw and prepared foods.
4. Implement procedures for rotating, costing and evaluating inventory
5. Analyze solutions to common cost control problems associated with procuring food and non-food supplies

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded participation, tests, assignments, discussions from articles and websites, and discussion questions as assigned.

Course Content

The course is intended to guide students to apply knowledge of food and non-food item quality standards and regulations that govern the purchasing, receiving and storage process. It involves assessing ethical practices in both personal and professional scenarios. The course also examines the regulations for inspecting and grading of meat, poultry, seafood, eggs, dairy, and product. Therefore, the course includes the following mandatory components:

1. Identifying proper purchasing and receiving procedures to ensure quality and quantity standards for various foodservice establishments
2. Examining the importance of receiving and inspecting inventory upon delivery
3. Daily discussion of proper ethical standard adherence in vendor selection and determination of par levels

Course Outline and Calendar

Week	Date(s)	Topics	Chapters
1		Introduction to the Course; Purchasing Management	1
2		Determining Quality Requirements: Purchase Specifications	2
3		Determining Purchase Quantities	3
4		Identifying and Selecting Supply Sources	4
5		Selecting Supplies and Ordering Products	5

6		Purchasing Follow-up: Receiving, Storage, Payment, and Evaluation	6
7		Meats, Poultry, and Seafood I	7
8		Meats, Poultry, and Seafood II	7
9		Produce, Dairy, and Eggs	8
10		Groceries	9
11		Beverages	10
12		Buying Non-food Items	11
13		Buying Technology and Services	12
14		Purchasing Capital Equipment	13
15		Final Examination	

Notes to Students:

1 – Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.

2 – Your instructor will update you on assignment questions as well as topics covered on the tests. Please continually log on to Moodle for announcements, reminders and updates.

3 – Please log on to Moodle for handouts that are not distributed in hard copy form. Please also check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

Special Features of the Course

The use of learning technologies in the course, as well as excellent internet connection, is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Hayes, D & Ninemeier, J. (2010). *Purchasing: A Guide for Hospitality Professionals*. New York: Pearson.

Grading Policy

The grading system used for this course will combine the following

Class Participation	10%
Assignments	30%
Tests	40%
Final Examination	20%
	<hr/> 100%

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

Other College Policy Statements**Code of Student Conduct:**

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.

Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	Mr. Patrick Simms 201-612-5581 psimms@bergen.edu
The Tutoring Center	Room L-125	201-879-7489 http://bergen.edu/current-students/student-support-services/tutoring/tutoring-center/
The Writing Center	Room L-125	201-879-7489 http://bergen.edu/current-students/student-support-services/tutoring/writing-center/
The Online Writing Lab (OWL)	On Line at:	http://www.bergen.edu/owl
Office of Testing Services	Room S-127	201-447-7203 http://bergen.edu/testing/
The Office of Specialized Services (For Students with Disabilities)	Room L-115	201-612-5269 http://www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436 http://bergen.edu/current-students/student-support-services/library/library-hours/

Current Course Description in the BCC Catalog

HRM-204 Food Purchasing

This course is the study of the types and kinds of meat, poultry, fish, shellfish, fruits and vegetables. An analysis of specifications and techniques in purchasing fresh, frozen, and canned products from commercial purveyors are presented. Lecture [1.00], Laboratory [2.00].

Credits

2

Prerequisite

HRM-101

Current syllabus is on the next pages.

Current

BERGEN COMMUNITY COLLEGE
DEPARTMENT OF BUSINESS, HOTEL/RESTAURANT/HOSPITALITY
COURSE SYLLABUS
FOOD PURCHASING HRM 204-WB099

Catalog Course Description:

Food Purchasing is the study of the types and kinds of meat, poultry, fish, shellfish, fruit and vegetables. An analysis of specifications and techniques in purchasing fresh, frozen and canned products from commercial purveyors is presented. 2 credits; 1 lecture hour, 2 laboratory hours

Prerequisite: HRM 101

Textbook: Modern Food Service Purchasing, Robert Garlough
Delmar/Cengage Learning, 2011

STUDENT LEARNING OBJECTIVES:

- A. Understanding of costs and sales relationships;
- B. Demonstrate a complete and thorough understanding of the process involved in purchasing and ordering products for hospitality products;
- C. Demonstrate a complete and thorough understanding of the management control process for hospitality products;
- D. Understand the relationship between profit, and cost;
- E. Demonstrate the ability to analyze specific purchase orders and requisitions and determine actions associated with these documents;
- F. Exhibit an adequate knowledge and understanding of hospitality product descriptions, uses and specifications;
- G. Demonstrate a complete and thorough understanding of the selection process for hospitality products;
- H. Demonstrate a complete and thorough understanding of the purchasing process for hospitality products;
- I. Understand the relationship between the purchasing function and the other functions of hospitality management;
- J. Demonstrate the ability to analyze specific purchasing documents.

INSTRUCTIONAL PROCESSES:

Students will:

1. Utilize purchasing and receiving business forms and the functions they represent.
2. Determine correct portions and quantities of food products to attain a saleable price on a food service menu.
3. Strengthen analytical skills by solving cost control problems for supplied data and scenarios.
4. Evaluate standardized food and beverage recipes specifically for portion cost control.
5. Determine purchasing performance standards for various types of hospitality establishments.
6. Write standardized product specifications for food service products.
7. Develop a purchasing requisition based upon a menu scenario assignment.
8. Inspect a food service operation to determine any incorrect food storage problems.
9. Strengthen analytical skills by solving cost control problems from supplied data.

OTHER COLLEGE, DIVISIONAL, & DEPARTMENTAL POLICY STATEMENTS

STUDENT AND FACULTY SUPPORT SERVICES

The Distance Learning Office – for any problems you may have accessing your online courses contact psimms@bergen.edu in Room C-329 (201-612-5581); Smarthinking Tutorial Service On Line at: <http://www.bergen.edu/current-students/tutoring/online-tutoring-with-smarthinkingcom>. The The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl, The Office of Specialized Services (for Students with Disabilities) www.bergen.edu/oss, The Sidney Silverman Library – Reference Desk Room L-226 201-447-7436

Special Note on the Tutoring Center

The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at www.bergen.edu/tutoring. We strongly recommend that you make use of those services as you progress through the semester. You can also make appointments for tutoring online located at <http://www.bergen.edu/current-students/tutoring/tutoring-center>. Click on the link for the "Tutoring Appointment System."

Important College Policies

See the **2014-2015 BCC Catalog** for Withdrawal from Classes and Refunds, Grading, Course Grade Appeal Policy, and Academic Integrity and Plagiarism:
www.bergen.edu/catalogs.

Also check Class Attendance Policy, Acceptable Use of Information Technology Resources, Clubs, Code of Student Conduct, Alcohol and Drug Policy, Family Education

Rights and Privacy Act, Sexual Harassment Policy, Campus Assault Victim's Bill of Rights, Smoking Policy, and Traffic Regulations.

EVALUATION AND ASSESSMENT

<u>WEEK</u>	<u>CHAPTERS</u>	<u>ASSIGNMENTS/ACTIVITIES</u>
_____	1, 2	Pg31 Web Based, (5pts); Pg45 Web Based, (5pts)
_____	3, 4, 5	Pg61 Web Based, (5pts); Pg75 Experiential, b) (5pts); Pg101 Critical, (5pts)
_____	6, 7	<u>Butcher's Yield Test EXAM (20pts)</u> ; Pg155 Web Based, (5pts)
_____	8,9	Pg179 Critical, (5pts); Pg205 Critical, (5pts); Inventory Cost (20)
_____	11, 12	Pg245 Critical (5pts) and Pg267 Critical, (10pts)
_____	10	<u>Pg217 Lab experience; EXAM (20pts)</u>
_____	14	Pg321 Web Based, (5pts)
_____	13	Pg307 Web Based, (5pts)
_____	15	<u>Pg355 Web Based (15pts); Critical; EXAM (15pts)</u>
_____	16,19	Pg395 Review d) (5pts); Critical, (5pts); Pg501 Web Based, (5pts)
_____	17	Pg439 Web Based, (5pts); Critical, (5pts)
_____	18	Pg461 Web Based, (10pts) Describe their specialty (11pts)
_____	20	Pg559 Web Based, (5pts)
_____	<u>COMPREHENSIVE FINAL EXAM BASED ON REVIEW</u>	
_____	<u>QUESTIONS FROM EACH CHAPTER (94pts)</u>	
_____	<u>LAST DAY TO SUBMIT FINAL EXAM – NONE ACCEPTED AFTER 12/20</u>	

Total Number of Points Possible = 300

A = 270-300 B = 240-268 C = 210-224 Below 180 = F
 B+ = 255-269 C+ = 225-239 D = 180-209

RESOURCES:

Feinstein A.H., Stefanelli J.M. Purchasing for chefs: a concise guide. John Wiley & Sons, NYC, NY 2007

Kotschevar L.H., Donnelly Richard. Quantity food purchasing 4th ed. Macmillan Publishing Company, NYC, NY 1988

Warfel M.C., Cremer M.L., and Hug R.J. Purchasing for food service managers, McCutchan Publishing Corporation, Berkeley, CA 1996.

Warfel M.C., Waskey F.H. The Professional Food Buyer: Standards, Principles and Procedures. McCutchan Publishing Corporation, Berkeley, CA 1979.

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

CC/SR# 144-17/18

Curriculum Request Sign-Off Action Sheet

Check one: Course



Program/Option/Certificate/COA



(Instructions: Attach appropriate proposal forms to this cover sheet.)

Current Title: HRM 214 Banquet and Catering Management

Proposed Title (if new or seeking modification): _____

Date of Action:

3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: [Signature]

Academic Department Chair: Dr. Pierre LaGuerre

Signature: [Signature]

DEPARTMENT VOTE TALLY: 4 Yes; 0 No; 0 Abstain

Dean: Dr. Victor Brown

Signature: [Signature]

Senate Curriculum Auditor (Programs): _____

Signature: _____

Senate Course Auditor (Courses): Joan Delrymple

Signature: [Signature]

Curriculum Committee Action: _____

Comments: _____

VP Academic Affairs Signature: _____

Comments: _____

General Education Committee Action (if required): _____

GEC Chair: _____

Senate Action: _____

Comments: _____

President's Signature: _____

Comments: _____

Notification to Associate Dean of Curriculum for Board of Trustees Resolution

Board of Trustees' Action (if approval required): _____

Notification to Senate Secretary

Notification to Financial Aid

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

Course Proposal Form

CC/SR# 144-17/18

Check one: Addition _____ Modification ☒ Deletion _____ Other _____

Current Title: HRM 214 Banquet and Catering Management

Proposed Title (if new or seeking modification): _____

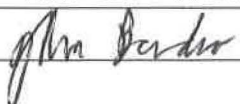
Send to General Education Committee after Curriculum Committee action? YES ☐ NO ☐

Expected date of implementation upon approval (semester, year): Fall 2018

Date of Action:

3/26/18 Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: 

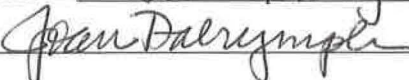
Academic Department Chair: Dr. Pierre LaGuerre

Signature: 

Dean: Dr. Victor Brown

Signature: 

4/4/18 Senate Course Auditor: Jean Dalrymple

Signature: 

Attachments required:

If seeking a modification, include the current materials with the proposed materials.

1. List of credits and contact hours [specify lecture and lab hours, if appropriate]
2. List of pre- and co-requisite[s]
3. Catalog description [75 words or less]
4. Course syllabus
5. Rationale which includes:
 - a. Description of need
 - b. A list of requirements of an accrediting agency (if applicable)
 - c. Letters establishing acceptance for transfer credit at other colleges
 - d. Comments of an advisory committee or other appropriate experts/community groups
 - e. Faculty requirements
 - f. Staff requirements
 - g. Library resources, including costs
 - h. Equipment
 - i. Space requirements
 - j. Other resources and costs
6. Provide signed print copies of the proposal forms and email a copy of all materials to Associate Dean of Curriculum, Dr. Ilene Kleinman (ikleinman@bergen.edu)

Proposals must meet state and local requirements or they will be returned.

HRM 214 Banquet and Catering Management

Curriculum where this course is found:

Program: Hotel and Restaurant Management (HRM)

- Certificate in Hospitality Management

Rationale for the course modification:

This course and syllabus needs a review and revision, notably in regard to up-to-date course content, course description, learning objectives, grading percent breakdown, and week-by-week topics.

The Hotel and Restaurant Management faculty have met, reviewed and collaborated together in this joint effort to bring the topics and content delivery up to date to prepare students for contemporary jobs in various hospitality and foodservice industries. The faculty agreed on the proposed revisions to be presented to the Curriculum Committee, Senate, and Administration.

After having discussions with other faculty in the department and receiving recent advice from advisory board committee members plus industry professionals, we developed a series of course modifications without increasing the number of credits. We focused a great deal on narrowing down the course objectives to 4-5, revising the course description to accurately provide a general overview, restructuring the week-by-week topics and grading percentage, and we reviewed the existing pre-requisites and lecture versus lab hours. For the betterment of the HRM program, we made this course more hands-on so that students will have greater exposure to the culinary and baking production aspect of the catering such that we converted this course from a pure lecture class to a pure front-of-the-house laboratory component so students will be more involved with the execution of various events. The number of credits has not changed.

The proposed course modification/syllabus begins on the next page. All proposed changes are marked in red. The proposed syllabus follows the BCC Syllabus Guidelines provided in the Faculty Senate part of the college website. The current syllabus (from Syllabi Central on the college website) appears on the pages that come after the proposed syllabus.



Bergen Community College
Division of Business, Arts, and Social Sciences
Department of Business & Hotel/Restaurant Management

HRM 214 Banquet and Catering Management

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other ___

Syllabus last reviewed by: BCC General Education Committee ___ Date: ___

(Most courses need review Ad Hoc Committee on Learning Assessment ___ Date: ___

by only one of the following) Curriculum Committee: ___ Date: ___

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: Banquet and Catering Management HRM 214

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course introduces students to the skills necessary to be qualified, competent, and creative caterers. Students will learn the fundamentals of batch cooking and food presentation as they apply to catering and banquets. The class will examine purchasing, equipment, layout and service needs in order to operate an efficiently run catering operation.

Hours: Laboratory [4.00].

2 credits

Prerequisites: HRM 103

Co-requisites: None

Cross Listed Courses: None

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Compare and contrast off-premise with on-premise catering.
2. Plan and execute banquet and catering menus
3. Assess purchasing, service, equipment, layout and budgeting needs for catering menus
4. Demonstrate pre-event evaluation systems necessary for execution of successful catered affairs
5. Apply culinary and baking skills as they align with catered events.

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded lab class performance, objective tests and examinations, presentations, and student projects (individual).

Course Content

The course is intended to prepare students to apply food preparation techniques in a catering setting. It involves the use of various batch culinary and baking preparation techniques for different types of banquet and catered affairs. The course also examines the logistical needs to successfully execute a catering menu. Therefore, the course includes the following mandatory components:

1. Culinary and baking preparation for selected catered affairs
2. Examining the importance of factoring in purchasing, equipment, layout, service, and marketing needs for successful execution of catering menus
3. Daily evaluation of the food production schedule and work flow

Course Outline and Calendar

Week	Date	Topic / Events T.B.A.	Chapters
1		Course Introduction; Introduction to Catering	1
2		Meal Functions I	2
3		Meal Functions II	
4		Beverage Functions	3
5		On-Premises vs. Off-Premises Catering	4
6		Event Staffing	6
7		Planning Low-Cost Events I	7
8		Planning Low-Cost Events II	7

9		Planning High-Cost Events I	8
10		Planning High-Cost Events II	8
11		Selecting Outside Catering Sources	9
12		Social Media Marketing in Catering	
13		Contract Development	10
14		Final Theme Event	
15		Course Wrap-Up & Final Examination	

Notes to Students:

1 - Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.

2 – The instructor will provide updates on test, presentation, and assignment due dates. Please continually log on to Moodle for announcements and reminders about this.

3 – Please log on to Moodle for handouts that are not distributed in hard copy form. Please also check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

Special Features of the Course

The use of learning technologies in the course (Internet, PowerPoint, Prezi, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Shock, P. & Stefanelli, J. (2009). *A meeting planner's guide to catered events*. Hoboken, N.J: Wiley. ISBN: 9780470124116

Grading Policy

The grading system used for this course will combine the following

Daily Lab Performance	50%
Assignments	30%
Final Examination	20%
	<hr/> 100%

Attendance Policy

1. Attendance will be taken at the beginning and end of each class session
2. You are required to attend 14 out of 15 classes, or you may be required to repeat the course again. Absences require an official doctor's note of other formal documentation.
3. Lateness that exceeds 10 minutes will be counted as an absence
4. 2 latenesses that are less than 10 minutes each equal 1 absence. You must notify the instructor when you arrive late. Otherwise you will be marked absent.
5. There are no make-up examinations.

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

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Current Course Description in the BCC Catalog

HRM-214 Banquet and Catering Management

This course introduces students to the skills necessary to be qualified, competent and creative food service specialists. Lecture [2.00].

Credits

2

Prerequisite

HRM-101

Current syllabus is on the next pages.

Current

**BERGEN COMMUNITY COLLEGE
DEPARTMENT OF BUSINESS, HOTEL/RESTAURANT/HOSPITALITY
COURSE SYLLABUS**

COURSE TITLE: HRM 214-099WB - Banquet and Catering Management

CREDITS/HOURS: 2 hours Lecture, 2 credits.

COURSE DESCRIPTION:

HRM 214 Banquet and Catering Management introduces the student to the skills necessary to be qualified, competent and creative foodservice specialists.

PREREQUISITE: HRM 101

TEXTBOOK: Schock, Patti J. and Stefanelli, John M. A Meeting Planner's Guide to Catered Events. John Wiley & Sons, Inc. 2009

COURSE CONTENT:

Given guidelines recommended by the NATIONAL RESTAURANT ASSOCIATION, THE AMERICAN HOTEL MOTEL ASSOCIATION, C.H.R.I.E. and others, course participants will:

1. Distinguish professional preparation and service techniques available in the various foodservice settings from techniques used in catering and banquet functions;
2. Compare off-premise with on-premise catering;
3. Plan a theoretical banquet menu, utilizing accepted menu planning concepts;
4. Prepare a checklist of supplies and equipment necessary for the theoretical menu;
5. Organize an evaluation of systems necessary for performing necessary catering preparation and service functions;
6. Simulate implementation of standardization procedures for quality control in the areas of operations, costs, and functional systems;
7. Explore the human relations approach to staffing;
8. Discriminate when choosing complementary types of delivery and service;
9. Devise methods for holding, delivering and serving foods for off-premise functions

STUDENT LEARNING OBJECTIVES:

1. Define "catering" and recognize its importance in the management of various types of events.
2. Explain the types, purposes, and applications of catering pricing systems.
3. Apply methods for estimating the amount of food, beverage, and labor needed for an event.
4. Describe the various types of food and beverage functions and their purposes.
5. Forecast production and service needs.
6. Calculate labor and employee benefit costs.
7. Describe the difference between tips and gratuities.
8. Understand and explain the typical caterer's objectives.
9. Determine which caterer to choose for a specific event.
10. List the types of catering staff meeting planners are likely to encounter.
11. Describe the basic menu planning and design process.
12. Explain the main differences among the various types of service styles.
13. Determine food, beverage, and labor needs.
14. Explain the types of paperwork caterers use, especially the BEO, Resume, and Contract (Letter of Agreement).
15. Describe the difference between on-premise and off-premise catering.
16. Describe the types of on-premise caterers.
17. Describe the typical room setups caterers use.
18. Explain the importance of space requirements and room appearances.
19. Describe the typical process used by caterers to plan food and beverage production and service procedures.
20. Describe the departments in the typical hotel or conference center that support the catering function.
21. Describe the types of market segments caterers service.
22. Explain the difference between low-cost events and deep market events.
23. Describe the typical outside suppliers meeting planners must deal with and how to work with them to achieve an event's objectives.
24. Describe the major challenges caterers face.

EVALUATION AND ASSESSMENT

<u>DATES</u>	<u>CHAPTERS</u>	<u>ASSIGNMENTS/ACTIVITIES</u>
_____	1	The World of Catering - Ques. 1, 3, 5, 8
_____	2	Meal Functions – Ques. 4, 7, 8, 9, 10, 14, 15
_____	2	Continue Chapter 2
_____	3	Beverage Functions – Ques. 1, 4, 6, 7, 10, 11
_____	4	On-Premise and Off-Premise Catering – Ques. 3, 4, 5, 7, 10
_____	5	Room Setups – Ques 1, 4, 7, 9, 11, 13, 17, 20
_____	5	Continue Chapter 5 and MID TERM EXAM.
_____		<u>MID TERM EXAM DUE, (100points)</u>
_____	6	Staffing the Events – Ques. 1, 3, 4, 5, 8, 9, 11, 14
_____	6	Continue Chapter 6
_____	7	Low Cost Events – Ques. 1, 3, 4, 5, 10
_____	8	Deep Market – Ques. 2, 5, 8
_____	9	Using Outside Suppliers – Ques. 1, 4, 7, 9, 11
_____	10	Contracts and Negotiations – Ques. 1, 3, 6, 8, 9, 11, 15, 18, 20
_____	10	Continue Chapter 10 and FINAL EXAM
_____		<u>FINAL EXAM DUE, (100points)</u>

EXAMS ARE DUE ON THE DATES SPECIFIED. NONE WILL BE ACCEPTED AFTER THOSE DATES. THEIR POINT VALUES WILL NOT BE CONSIDERED IN YOUR GRADE.

Chapter Questions are Worth (5) points each = Total (300 points); Mid Term Exam Worth (100 points); Final Exam Worth (100) points; Total Number of Points Possible = (500 points)

GRADES

A = 450-500 B = 400-424 C = 350-374 F = Below 300
B+ = 425-449 C+ = 375-399 D = 300-349

OTHER COLLEGE, DIVISIONAL, & DEPARTMENTAL POLICY STATEMENTS

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RESOURCES:

Mattel, Bruce. Catering: a guide to managing a successful business operation. The Culinary Institute of America: 2008; pub. John Wiley & Sons, Inc., Hoboken, NJ

Scanlon, Nancy Loman. Catering Management 4th ed. John Wiley & Sons, Inc., Hoboken, NJ 2013

Barrows, C. W., Powers, Reynolds, Tom. Introduction to Management in the Hospitality Industry 10th ed.
John Wiley & Sons, Inc., Hoboken, NJ 2012

Reynolds, Johnny Sue. Hospitality services: food and lodging. John Wiley & Sons, Inc., Hoboken, NJ 2004

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

CC/SR# 145-17/18

Curriculum Request Sign-Off Action Sheet

Check one: Course



Program/Option/Certificate/COA



(Instructions: Attach appropriate proposal forms to this cover sheet.)

Current Title: BUS 129/
HRM 129 Event Planning and Management I

Proposed Title (if new or seeking modification): _____

Date of Action:

3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: [Signature]

Academic Department Chair: Dr. Pierre LaGuerre

Signature: [Signature]

DEPARTMENT VOTE TALLY: 4 Yes; 0 No; 0 Abstain

Dean: Dr. Victor Brown

Signature: [Signature]

3/27/18

Senate Curriculum Auditor (Programs): _____

Signature: _____

Senate Course Auditor (Courses): Joan Dalrymple

Signature: [Signature]

Curriculum Committee Action: _____

Comments: _____

VP Academic Affairs Signature: _____

Comments: _____

General Education Committee Action (if required): _____

GEC Chair: _____

Senate Action: _____

Comments: _____

President's Signature: _____

Comments: _____

Notification to Associate Dean of Curriculum for Board of Trustees Resolution

Board of Trustees' Action (if approval required): _____

Notification to Senate Secretary

Notification to Financial Aid

4/4/18

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

Course Proposal Form

CC/SR# 145-17/18

Check one: Addition _____ Modification ☒ Deletion _____ Other _____

BUS 129/
Current Title: HRM 129 Event Planning and Management I

Proposed Title (if new or seeking modification): _____

Send to General Education Committee after Curriculum Committee action? YES ☐ NO ☒

Expected date of implementation upon approval (semester, year): Fall 2018

Date of Action:

3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: [Signature]

Academic Department Chair: Dr. Pierre LaGuerre

Signature: [Signature]

Dean: Dr. Victor Brown

Signature: [Signature]

4/4/18

Senate Course Auditor: Joan Dalrymple

Signature: [Signature]

Attachments required:

If seeking a modification, include the current materials with the proposed materials.

1. List of credits and contact hours [specify lecture and lab hours, if appropriate]
2. List of pre- and co-requisite[s]
3. Catalog description [75 words or less]
4. Course syllabus
5. Rationale which includes:
 - a. Description of need
 - b. A list of requirements of an accrediting agency (if applicable)
 - c. Letters establishing acceptance for transfer credit at other colleges
 - d. Comments of an advisory committee or other appropriate experts/community groups
 - e. Faculty requirements
 - f. Staff requirements
 - g. Library resources, including costs
 - h. Equipment
 - i. Space requirements
 - j. Other resources and costs
6. Provide signed print copies of the proposal forms and email a copy of all materials to Associate Dean of Curriculum, Dr. Ilene Kleinman (ikleinman@bergen.edu)

Proposals must meet state and local requirements or they will be returned.

BUS 129/

HRM 129 Event Planning and Management I

Curriculum where this course is found:

Program: Hotel and Restaurant Management (HRM)

- AAS Hospitality Management
- Certificate in Event Planning and Management

Rationale for the course modification:

This course and syllabus needs a review and revision, notably in regard to up-to-date course content, course description, learning objectives, grading percent breakdown, and week-by-week topics.

The Hotel and Restaurant Management faculty have met, reviewed and collaborated together in this joint effort to bring the topics and content delivery up to date to prepare students for contemporary jobs in various hospitality and foodservice industries. The faculty agreed on the proposed revisions to be presented to the Curriculum Committee, Senate, and Administration.

After having discussions with other faculty in the department and receiving recent advice from advisory board committee members plus industry professionals, we developed a series of course modifications without increasing the number of credits. We focused a great deal on narrowing down the course objectives to 4-5, revising the course description to accurately provide a general overview, restructuring the week-by-week topics and grading percentage, and we reviewed the existing pre-requisites and lecture versus lab hours. For the betterment of the HRM program, we made this course more hands-on so that students will have greater exposure to the event planning aspect of the business such that we combined lecture/theory with a managerial front-of-the-house laboratory component so students will be more involved with the planning of various events. The number of credits has not changed.

The proposed course modification/syllabus begins on the next page. All proposed changes are marked in red. The proposed syllabus follows the BCC Syllabus Guidelines provided in the Faculty Senate part of the college website. The current syllabus (from Syllabi Central on the college website) appears on the pages that come after the proposed syllabus.



Bergen Community College
Division of Business, Arts, and Social Sciences
Department of Business & Hotel/Restaurant Management

HRM 129 Event Planning and Management I

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: _____

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: HRM 129 Event Planning and Management I

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This introductory event planning course will provide the information and tools needed to meet the operational requirements and to exceed the needs and expectations of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions. Various types of events will be planned, implemented, and executed.

Hours: Lecture [1.00]. Lab [4.00].

3 credits

Prerequisites: None

Co-requisites: None

Cross Listed Courses: BUS 129

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Write a viable contract for a special event
2. Create a budget and timeline for event planning and a schedule of events
3. Develop a variety of marketing strategies including publicity and promotions
4. Assess types of traditional and non-traditional event site venues
5. Plan, implement, and execute various types of special events

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded class and lab participation, objective written tests, and individual assignments.

Course Content

The course is intended to guide students to plan, prepare and execute various types of events, while building on the fundamentals of budgeting, contracting, venue site selection and event planning. It involves executing events while internalizing the symbiotic relationship between customer service and employee relations. Therefore, the course includes the following mandatory components:

1. Innovating, planning, implementation and execution of various types of events
2. Daily discussion of event planning managerial topics

Course Outline and Calendar

Week	Date(s)	Topics / Events T.B.A.	Chapters
1		Overview of Event Planning	
2		Overview of the Meetings Profession	1
3		Strategic Meetings: Aligning with the Organization	2
4		Blending Project and Meeting Management	3
5		Designing the Meeting Experience	4
6		Budgeting Basics I for Meeting Professionals	5
7		Budgeting Basics II for Meeting Professionals	
8		Site and Venue Selection	6
9		Site Visit for Projects (Offsite)	
10		Featured Guest Speaker Visit	
11		Project Workshop	
12		Risk Management: Meeting Safety & Security	7
13		Projects Due / Negotiations, Contracts & Liability	8
14		Project Presentations	
15		Course Wrap-Up and Final Assessment	

Notes to Students:

- 1 – Events will be planned and added to the weekly schedule
- 2 – Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.
- 3 – Your instructor will update you on assignment questions as well as topics covered on the tests. Please continually log on to Moodle for announcements, reminders and updates.
- 4 – Please log on to Moodle for handouts that are not distributed in hard copy form. Please also check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

Special Features of the Course

The use of learning technologies in the course (Internet, PowerPoint, Prezi, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials**Required**

Professional Meeting Management,

Professional Convention Management Association, 6th ed. Kendall/Hunt Publishing Company, Dubuque, Iowa 2015

Required Dress Code on Event Execution Days

- Long-sleeved black button-down long-sleeved dress shirt;
- Long black necktie;
- Black trousers (No jeans, courderoys, or denims);
- Black or brown belt;
- Black socks;
- Black shoes (Shoes must give a shine; thick soles are fine, but no sneakers, boots, or moccasins)

Note:

- 1 – All clothing must be ironed, shirts tucked in, and shoes given a clean shine.
- 2 – Although you are not mandated to purchase from any one particular shop, there are discounts for educational purposes at Uniform Fashions shop in Hackensack.
- 3 – When enrollment and student attendance permit, I will assign a Student Manager of the Day. Student Manager has more discretion in dress (Men: Jacket & tie, slacks; Women: Business attire)

Grading Policy

The grading system used for this course will combine the following

Daily Class Performance	50%
Assignments	30%
Practical Tests	10%
Final Examination	10%
	<hr/> 100%

Attendance Policy

1. Attendance will be taken at the beginning and end of each class session
2. You are required to attend 14 out of 15 classes, or you may be required to repeat the course again. Absences require an official doctor's note or other formal documentation.
3. Lateness that exceeds 10 minutes will be counted as an absence
4. 2 latenesses that are less than 10 minutes each equal 1 absence. You must notify the instructor when you arrive late. Otherwise you will be marked absent.
5. There are no make-up examinations.

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

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Current Course Description in the BCC Catalog

HRM-129 Event Planning and Management I

Event Planning and Management I will provide the information and tools needed to meet the needs and expectations of participants of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions Lecture [3.00].

Credits

3

Cross Listed Courses

BUS-129

Current syllabus is on the next pages.

Current

BERGEN COMMUNITY COLLEGE
Department of Business, Hotel/Restaurant/Hospitality

COURSE SYLLABUS

COURSE TITLE:

BUS129/HRM 129– Event Planning and Management I

PREREQUISITES:

None

CREDITS/HOURS:

3 Semester Hours; 3 Lecture Hours

COURSE DESCRIPTION:

As the introductory course in EVENT PLANNING AND MANAGEMENT, BUS129/HRM 129 - EVENT PLANNING AND MANAGEMENT I will provide the information and tools needed to meet the needs and expectations of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions.

COURSE CONTENT:

Units of the course will consist primarily of one or two chapters from the text which encompass roughly, 20 to 25 pages of text. Additionally, there will be FOUR project/assignments.

Students in this course will learn:

1. Meeting Management Strategies, which include, but are not limited to:
 - a. creating objectives for meetings and events;
 - b. effectively managing your meeting's budget;
 - c. marketing and promotion;
 - d. meetings management;
 - e. small meetings management;
 - f. committees, volunteers and staff; and
 - g. technology toolbox.

2. Destination Options, Issues and Assistance, which include, but are not limited to:
 - a. site selection;
 - b. convention and visitors bureaus;
 - c. technology relevancy factor;
 - d. convention centers;
 - e. conference centers;
 - f. international meetings, conventions, and exhibitions; and
 - g. trade shows.
3. Program Development, which includes, but is not limited to:
 - a. the adult learner;
 - b. program design and development;
 - c. writing effective learner outcomes;
 - d. speakers and speaker bureaus;
 - e. multicultural aspects of meetings; and
 - f. environment for meetings and events

EVALUATION AND GRADING:

1. Project/Assignments (4) = (80%)
2. Class Mark = (20%)

NOTE:

A student's class participation, attitude, and observed effort will be considered in determining the student's final grade. **All absences affect Class Participation grade. One (1) point will be deducted for each absence.**

REQUIRED TEXTBOOK:

Professional Meeting Management, Professional Convention Management Association, 5th ed. Kendall/Hunt Publishing Company, Dubuque, Iowa 2006

OTHER COURSE REQUIREMENTS:

When a student is absent from one or more classes, a grade cannot be recorded for those absences.

The attendance book will be available during the class; be sure to check in, otherwise you will be carried in the roll book as being absent.

If the student's schedule and the instructor's office hours conflict, an appointment must be made to meet with the instructor at a time which is convenient to both. It is the student's responsibility to discuss any problem he/she may have in this course with the instructor as soon as possible, so that counseling, advice and/or tutoring can be arranged if needed. The use of cell phones in class is prohibited. **CELL PHONES MUST BE TURNED OFF WHILE IN CLASS.** If a cell phone rings while a student is in class, the student will be asked to leave and will be considered absent for the day.

If the student **MUST** receive an emergency call during class, the cell phone **MUST** be on vibrate or other noiseless indicator, and the student will leave the class quietly so as not to disturb the instructor or other students. If an emergency call is expected, the student must notify the instructor before the class starts.

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RESOURCES AND BIBLIOGRAPHY:

The Convention Industry Council Manual, 8th ed. Convention Industry Council. Pub. Convention Industry Council. 2007

Event Management. Van Der Wagen, L. and Carlos, B.R. Pearson/Prentis Hall, Upper Saddle River, NJ 2005

Meetings, Expositions, Events, and Conventions, 2nd ed. Fenich, G. G. Pearson/Prentis Hall, Upper Saddle River, NJ 2005

BERGEN COMMUNITY COLLEGE
DIVISION OF BUSINESS, SOCIAL SCIENCE, AND PUBLIC SERVICE
 Department of Hotel/Restaurant/Hospitality
BUS129/HRM 129- EVENT PLANNING AND MANAGEMENT I
 Fall, 2009

COURSE CALENDAR

	<u>DATE</u>	<u>CHAPTERS</u>	<u>PAGES TO STUDY</u>	<u>ASSIGNMENT</u>
Week 1	_____	1 47	3-12 727-736	
Week 2.	_____	2 4	17-28 49-58	
Week 3	_____	3	29-48	
Week 4.	_____	5	61-80	
Week 5.	_____	6 7	83-92 93-102	#1 DUE
Week 6.	_____	12 13	161-176 179-185	
Week 7.	_____	10 11	129-141 143-158	
Week 8.	_____	8 9	105-114 115-127	Mid Term Exam #2 DUE
Week 9.	_____	13 15	185-194 213-218	
Week 10.	_____	14 16	197-211 221-237	
Week 11.	_____	17 18	239-245 247-261	#3 DUE
Week 12.	_____	22	317-334	
Week 13.	_____	20	283-302	
Week 14.	_____	21	305-316	
Week 15.	_____	19	265-282	Final Exam #4 DUE

NOTE: Fill in the blanks with the dates of each class session.
This calendar is subject to change by the instructor.

BERGEN COMMUNITY COLLEGE
CURRICULUM COMMITTEE

CC/SR# 146 17/18

Curriculum Request Sign-Off Action Sheet

Check one: Course



Program/Option/Certificate/COA



(Instructions: Attach appropriate proposal forms to this cover sheet.)

Current Title: BUS 229/
HRM 229 Event Planning and Management II

Proposed Title (if new or seeking modification): _____

Date of Action:

3/26/18

Faculty: John Bandman

Department: Hotel and Restaurant Management

Signature: [Signature]

Academic Department Chair: Dr. Pierre LaGuerre

Signature: [Signature] DEPARTMENT VOTE TALLY: 4 Yes; 0 No; 0 Abstain

Dean: Dr. Victor Brown

Signature: [Signature] 3/27/18

Senate Curriculum Auditor (Programs): _____

Signature: _____

Senate Course Auditor (Courses): Joan Dalrymple

Signature: [Signature]

Curriculum Committee Action: _____

Comments: _____

VP Academic Affairs Signature: _____

Comments: _____

General Education Committee Action (if required): _____

GEC Chair: _____

Senate Action: _____

Comments: _____

President's Signature: _____

Comments: _____

Notification to Associate Dean of Curriculum for Board of Trustees Resolution

Board of Trustees' Action (if approval required): _____

Notification to Senate Secretary

Notification to Financial Aid

4/4/18

BERGEN COMMUNITY COLLEGE**CURRICULUM COMMITTEE****Course Proposal Form**CC/SR# 146-17/18Check one: Addition _____ Modification ☒ Deletion _____ Other _____Current Title: HRM 229 Event Planning and Management II

Proposed Title (if new or seeking modification): _____

Send to General Education Committee after Curriculum Committee action? YES ☐ NO ☒Expected date of implementation upon approval (semester, year): Fall 2018

Date of Action:

3/26/18Faculty: John BandmanDepartment: Hotel and Restaurant ManagementSignature: [Signature]Academic Department Chair: Dr. Pierre LaGuerreSignature: [Signature]Dean: Dr. Victor BrownSignature: [Signature]Senate Course Auditor: Joan DalrympleSignature: [Signature]

Attachments required:

If seeking a modification, include the current materials with the proposed materials.

1. List of credits and contact hours [specify lecture and lab hours, if appropriate]
2. List of pre- and co-requisite[s]
3. Catalog description [75 words or less]
4. Course syllabus
5. Rationale which includes:
 - a. Description of need
 - b. A list of requirements of an accrediting agency (if applicable)
 - c. Letters establishing acceptance for transfer credit at other colleges
 - d. Comments of an advisory committee or other appropriate experts/community groups
 - e. Faculty requirements
 - f. Staff requirements
 - g. Library resources, including costs
 - h. Equipment
 - i. Space requirements
 - j. Other resources and costs
6. Provide signed print copies of the proposal forms and email a copy of all materials to Associate Dean of Curriculum, Dr. Ilene Kleinman (ikleinman@bergen.edu)

Proposals must meet state and local requirements or they will be returned.

HRM 229 Event Planning and Management II

Curriculum where this course is found:

Program: Hotel and Restaurant Management (HRM)

- AAS Hospitality Management
- Certificate in Event Planning and Management

Rationale for the course modification:

This course and syllabus needs a review and revision, notably in regard to up-to-date course content, course description, learning objectives, grading percent breakdown, and week-by-week topics.

The Hotel and Restaurant Management faculty have met, reviewed and collaborated together in this joint effort to bring the topics and content delivery up to date to prepare students for contemporary jobs in various hospitality and foodservice industries. The faculty agreed on the proposed revisions to be presented to the Curriculum Committee, Senate, and Administration.

After having discussions with other faculty in the department and receiving recent advice from advisory board committee members plus industry professionals, we developed a series of course modifications without increasing the number of credits. We focused a great deal on narrowing down the course objectives to 4-5, revising the course description to accurately provide a general overview, restructuring the week-by-week topics and grading percentage, and we reviewed the existing pre-requisites and lecture versus lab hours.

The proposed course modification/syllabus begins on the next page. All proposed changes are marked in red. The proposed syllabus follows the BCC Syllabus Guidelines provided in the Faculty Senate part of the college website. The current syllabus (from Syllabi Central on the college website) appears on the pages that come after the proposed syllabus.



Bergen Community College
Division of Business, Arts, and Social Sciences
Department of Business & Hotel/Restaurant Management

HRM 229 Event Planning and Management II

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ **Spring** ___ Summer ___ Every Semester ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: _____

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: Event Planning and Management II HRM 229-099WB

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course introduces students to the fundamentals of event planning and management and advances the comprehension of project management and implementation. The course prepares students to take an entrepreneurial approach to plan events while incorporating administrative, fundraising, merchandising, marketing, social media, and personnel factors to successfully organize them from conception to event execution.

Hours: Lecture [3.00].

3 credits

Prerequisites: HRM 129/BUS 129

Co-requisites: None

Cross Listed Courses: BUS 229

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Explain strategies to maximize event attendance;
2. Communicate effectively with clients, vendors, donors, and support service personnel for an event;
3. Practice effective negotiation techniques in meeting arrangements;
4. Plan and market an event using social media and other contemporary means;
5. Generate solutions to overcome challenges in the event industry

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded online class participation, discussions from articles and websites, individual projects, and discussion questions as assigned.

Course Content

This course serves as conceptual overview and study of event planning, management, marketing, and practical applications. This course introduces students to the advanced skills necessary to apply event planning principles for both profit-making and non-profit organizations. Additionally, the course serves to prepare students to effectively attract greater event attendance. The course includes the following mandatory components:

1. Planning of an event while factoring in managerial, marketing, and financial considerations
2. Analyzing the advantages and challenges of various types of venues
3. Preparing pitches to potential sponsors for donations for diverse event causes

Course Outline and Calendar

Week	Date(s)	Topics	Chapters
1		Introduction to the Course	
2		Event Planning Trends	
3		Advanced Site & Venue Selection	6
4		Effective Event Marketing	9
5		Social Media Influences in Event Planning	
6		Advanced Strategic Planning	8
7		Fundraising & Sponsorship	
8		Event Technology	
9		Registration & Housing	10
10		Food & Beverage Arrangements	13
11		Exhibitions & Effective Meeting Communications	11

12		Onsite Event Management	14
13		Conducting Staff Meetings Throughout Events	15
14		Featured Guest Speaker Visit	
15		Course Wrap-Up and Final Assessment	

Notes to Students:

1 – Your instructor will provide reminders about weekly topics and assignments. Additional readings not listed above may be assigned. Please continually log on to Moodle for announcements, reminders and updates.

2 – Please continually check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

3 - Due dates for Discussion Question forums occur at various stages of each module. Refer to the course site announcements for updates on this.

Special Features of the Course

The use of learning technologies in the course, as well as excellent internet connection, is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Professional Meeting Management,

Professional Convention Management Association, 6th ed. Kendall/Hunt Publishing Company, Dubuque, Iowa 2015

Grading Policy

The grading system used for this course will combine the following

Class Participation	10%
Assignments	70%
Project	20%
	<hr/>
	100%

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

Other College Policy Statements

Code of Student Conduct:

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.

Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	Mr. Patrick Simms 201-612-5581 psimms@bergen.edu
The Tutoring Center	Room L-125	201-879-7489 http://bergen.edu/current-students/student-support-services/tutoring/tutoring-center/
The Writing Center	Room L-125	201-879-7489 http://bergen.edu/current-students/student-support-services/tutoring/writing-center/
The Online Writing Lab (OWL)	On Line at:	http://www.bergen.edu/owl
Office of Testing Services	Room S-127	201-447-7203 http://bergen.edu/testing/
The Office of Specialized Services (For Students with Disabilities)	Room L-115	201-612-5269 http://www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436 http://bergen.edu/current-students/student-support-services/library/library-hours/

Current Course Description in the BCC Catalog

HRM-229 Event Planning and Management II

This course will provide the information and tools needed to meet the needs and expectations of participants of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions. Lecture [3.00].

Credits

3

Cross Listed Courses

BUS-229

Prerequisite

HRM-129 or BUS-129

Current syllabus is on the next pages.

Current

BERGEN COMMUNITY COLLEGE

Department of Business, Hotel/Restaurant/Hospitality

COURSE SYLLABUS

COURSE TITLE:

BUS 229/HRM229 – Event Planning and Management II

PREREQUISITES:

BUS 129/HRM229 – Event Planning and Management I

CREDITS/HOURS:

3 Semester Hours; 3 Lecture Hours

COURSE DESCRIPTION:

As the continuation course in EVENT PLANNING AND MANAGEMENT, BUS 229/HRM229 - EVENT PLANNING AND MANAGEMENT II will provide the information and tools needed to meet the needs and expectations of participants of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions.

COURSE CONTENT:

Units of the course will consist primarily of one or two chapters from the text which encompass roughly, 20 to 25 pages of text. Additionally, there will be FOUR project/assignments.

STUDENT LEARNING OBJECTIVES:

1. Meeting Procedures, which includes, but is not limited to:
 - a. Registration Methods and Problems;
 - b. Housing and Room Block Management;
 - c. Food and Beverage Arrangements;
 - d. Exhibitions as "Show Business";
 - e. Signage and Wayfinding for Meeting Managers;
 - f. Principles of Audiovisual Use;
 - g. Environmentally and Socially Responsible Meetings and Events;
 - h. Guest Programs, Hospitality, and Recreation;
 - i. Planning Special Events;
 - j. Transportation Strategies and Solutions; and
 - k. Final Instructions to the Facility and Supplies Team.

2. Meeting Production, which includes, but is not limited to:
 - a. Convention Services Manager;
 - b. Effective Meeting Communications and On-site Operations;
 - c. Suppliers and Contracted Services;
 - d. After the Event;
3. Legal and Ethical Considerations, which includes, but is not limited to:
 - a. Ethics;
 - b. Negotiating Strategically;
 - c. Facility Contracts in the Meetings Industry;
 - d. Developing Supplier Contracts;
 - e. The Americans with Disabilities Act; and
 - f. Risk Planning and Emergency Management
 - g. Evaluation of the Event
 - h. Return on Investment for Meetings and Events

EVALUATION AND GRADING:

1. Project/Assignments (4) = (80%)
2. Class Mark = (20%)

NOTE:

A student's class participation, attitude, and observed effort will be considered in determining the student's class mark. All absences affect Class Mark.

REQUIRED TEXTBOOK:

Professional Meeting Management, Professional Convention Management Association, 5th ed. Kendall/Hunt Publishing Company, Dubuque, Iowa 2006

OTHER COURSE REQUIREMENTS:

When a student is absent from one or more classes, a grade cannot be recorded for those absences on those days since the student was not there to earn a grade.

The attendance book will be available during the class; be sure to check in, otherwise you will be carried in the roll book as being absent.

If the student's schedule and the instructor's office hours conflict, an appointment must be made to meet with the instructor at a time which is convenient to both. It is the student's responsibility to discuss any problem he/she may have in this course with the instructor as soon as possible, so that counseling, advice and/or tutoring can be arranged if needed. The use of cell phones in class is prohibited. **CELL PHONES MUST BE TURNED OFF WHILE IN CLASS.** If a cell phone rings while a student is in class, the student will be asked to leave and will be considered absent for the day.

If the student **MUST** receive an emergency call during class, the cell phone **MUST** be on vibrate or other noiseless indicator, and the student will leave the class quietly so as not to disturb the instructor or other students. If an emergency call is expected, the student must notify the instructor before the class starts.

OTHER COLLEGE, DIVISIONAL, & DEPARTMENTAL POLICY STATEMENTS

STUDENT AND FACULTY SUPPORT SERVICES

The Distance Learning Office – for any problems you may have accessing your online courses contact psimms@bergen.edu in Room C-329 (201-612-5581); Smarthinking Tutorial Service On Line at: <http://www.bergen.edu/current-students/tutoring/online-tutoring-with-smartthinkingcom>. The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl, The Office of Specialized Services (for Students with Disabilities) www.bergen.edu/oss, The Sidney Silverman Library – Reference Desk Room L-226 201-447-7436

Special Note on the Tutoring Center

The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at www.bergen.edu/tutoring. We strongly recommend that you make use of those services as you progress through the semester. You can also make appointments for tutoring online located at <http://www.bergen.edu/current-students/tutoring/tutoring-center>. Click on the link for the "Tutoring Appointment System."

Important College Policies

See the **2014-2015 BCC Catalog** for Withdrawal from Classes and Refunds, Grading, Course Grade Appeal Policy, and Academic Integrity and Plagiarism: www.bergen.edu/catalogs.

Also check Class Attendance Policy, Acceptable Use of Information Technology Resources, Clubs, Code of Student Conduct, Alcohol and Drug Policy, Family Education Rights and Privacy Act, Sexual Harassment Policy, Campus Assault Victim's Bill of Rights, Smoking Policy, and Traffic Regulations.

RESOURCES AND BIBLIOGRAPHY:

The Convention Industry Council Manual, 8th ed. Convention Industry Council. Pub. Convention Industry Council. 2007

Event Management. Van Der Wagen, L. and Carlos, B.R. Pearson/Prentis Hall, Upper Saddle River, NJ 2005

Meetings, Expositions, Events, and Conventions, 2nd ed. Fenich, G. G. Pearson/Prentis Hall, Upper Saddle River, NJ 2005

BERGEN COMMUNITY COLLEGE
DIVISION OF BUSINESS, SOCIAL SCIENCE, AND PUBLIC SERVICE
 Department of Business/Finance – Department of Hotel/Restaurant/Hospitality
BUS 229/HRM 229 - EVENT PLANNING AND MANAGEMENT II
 Spring, 2009

COURSE CALENDAR	<u>DATE</u>	<u>CHAPTERS</u>	<u>PAGES TO STUDY</u>	<u>ASSIGNMENT</u>
Week 1	_____	23	337-357	
Week 2.	_____	25	375-397	
Week 3	_____	24 26	360-374 400-417	
Week 4.	_____	27 32	420-435 499-508	
Week 5.	_____	28 29	437-449 450-469	#1 DUE
Week 6.	_____	30 31	467-484 487-497	
Week 7.	_____	35 36	536-552 553-562	
Week 8.	_____	34	524-533	Mid Term Exam #2 DUE
Week 9.	_____	37 38	563-578 579-590	
Week 10.	_____	40	603-625	
Week 11.	_____	41	627-645	#3 DUE
Week 12.	_____	42 43	649-662 663-670	
Week 13.	_____	44 45	671-689 791-709	
Week 14.	_____	39	591-601	
Week 15.	_____	46	711-723	Final Exam #4 DUE

NOTE: Fill in the blanks with the dates of each class session.
 This calendar is subject to change by the instructor.