

FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT

CATERING PRODUCTION

Date: March 2014

Subject Area: Career Technical Education

**Proposed Grade Level(s): CHS Grade 12th
FHS Grade 11th & 12th**

Course Length: One Year

Grading: A-F

Credits: 5 per semester

Prerequisites: Concurrent enrollment in Culinary II – ROP

COURSE DESCRIPTION:

Catering Production is a competency based course that will prepare students for entry level positions common to hospitality's catering industry. This course builds on the successful completion of the foundation culinary arts courses 'Foods & Nutrition, Culinary I and concurrent enrollment in Culinary II ROP'. Catering Production is designed to give students classroom instruction and applied practice in planning, preparing, and serving catered events, effectively managing a food service facility and developing a passion for the hospitality industry. Students will develop skills through the use of real world application of hospitality industry standards.

GENERAL GOALS/PURPOSES:

- To develop entry level food production skills to acquire employment in the catering sector of the foodservice and hospitality industry
- To demonstrate the ability to effectively manage a small food service business
- To demonstrate the ability to maintain a food service facility utilizing serve safe training and standards
- To understand how to organize and structure work individually and in teams for effective time management, performance and attainment of end goal
- To develop a intrinsic spirit of hospitality

CCSS READING COMPONENT:

Students will verify and clarify facts presented in other types of expository texts by using a variety of consumer, workplace, and public documents..

CCSS WRITING COMPONENT:

Students will develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources). Write job applications and résumés

CCSS SPEAKING AND LISTENING COMPONENT:

Students will present multimedia presentations and use persuasive communication as they gain the skills pertinent to the industry. Students will take part in small group discussions, understand verbal and nonverbal communication and respond appropriately

DETAILED UNITS OF INSTRUCTION:

I. Working in the Hospitality Industry

- A. Developing work habits required in the food service and hospitality industry
 1. First impression

2. Work habits "On the Clock Behavior"

a. Examine self work habits using values clarification to assist in determining desirable employee characteristics

3. Work ethics

a. Interview industry employers about work habits and desirable employee characteristics

b. Write a reflective essay about their research and interview

II. Exploring the Hospitality Industry

A. Industry sector overview

1. Variety of career opportunities in the hospitality industry.

a. Students will choose a Hospitality Industry Leader to research and present a PowerPoint presentation biography on their chosen person.

2. Emphasis on customer service and career opportunities with an emphasis on catering

III. Food Service Safety and Sanitation

A. Culinary safety and sanitation, emergency procedures in the catering business

1. Standards in preparing safe foods

2. Standards in serving safe foods

a. Students will acquire the California Food Handler Card if Serve Safe Certification had not been acquired

3. Prevention of accidents and injuries

4. Food borne illness prevention

IV. Food Service Facility

A. Skills required to operate and maintain a food service facility

1. Common transactions

2. Writing and filling customer orders

3. Cashiering

a. Students will develop a procedure manual for managing a food service facility including handling cash transactions.

b. Students will manage the site café

V. Menu Development and Catering Production

A. Emphasis on menu development and catering production

1. Quality food production

a. Students will practice portion and cost control to maintain competitive pricing by preparing a menu for a catered breakfast, lunch, and dinner.

b. Students will include a food and labor cost analysis including ordering along with a profit and loss statement.

2. Plating techniques

a. Students will demonstrate the fundamentals of food production procedures for a variety of catered events

b. Students will practice buffet table service set-up for different catering venues

VI. Entrepreneurship

A. Requirements needed to develop a catering business

1. Taking a food product from idea to market

2. Researching target market

3. Writing a business proposal

a. Students will create a business plan for a catering business including an original concept and a target market survey

4. Creating a budget

a. Students will include start up and operating costs in their business plan

5. Developing a sales and marketing plan

- a. Students will include menu with descriptors with their marketing plan

VII. Special Event Planning

A. Develop skills in regards to special events

1. Planning
 - a. Students will develop an event plan for creating a special event for a specified purpose
2. Organizing
3. Managing
 - a. Students will oversee the food production for the event planned and manage the event, including the acquisition of the appropriate staffing for the event.
4. Interpersonal skills needed for working with diverse client needs

VIII. Employment Portfolio

A. Develop employment pursuit

1. Job Application
 - a. Students will include sample job applications
2. Writing a Resume
 - a. Students will create references sheet, work samples, awards and recognition
3. Letter of Introduction/Cover Letter
 - a. Students will include a cover page and a table of contents
4. Letter of Recommendation
5. The Job Interview
 - a. Students will present their portfolio in a mock FHA-HERO Competitive Recognition Event (CRE) Job Application and Interview Event

TEXTBOOK & RESOURCE MATERIALS:

Catering Like A Pro: From Planning to Profit, Francine Halvorsen, Wiley: Rev Sub Edition (April 2004), ISBN ; 0471214221

Assorted instructional videos and video clips but not limited to:

The Work Ethic Wisdom of Will Smith, CBS News

Dominos Pizza, The Today Show

FHA-HERO Competitive Recognition Event Guide

Occupational Outlook onetonline.org/find/quick?s=Restaurants

COMMON CORE STANDARDS TO BE ADDRESSED:

CCSS READING -

2.1 Reading

Specific applications of Reading Comprehension standards:

(2.3) Verify and clarify facts presented in other types of expository texts by using a variety of consumer, workplace, and public documents.

CCSS WRITING

2.2 Writing

Specific applications of Writing Strategies and Applications standards:

(1.5) Use language in natural, fresh, and vivid ways to establish a specific tone.

(1.6) Develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources).

(2.5) Write job applications and résumés:

- a. Provide clear and purposeful information and address the intended audience appropriately.
- b. Use varied levels, patterns, and types of language to achieve intended effects and aid comprehension

- c. Modify the tone to fit the purpose and audience.
- d. Follow the conventional style for that type of document (e.g., résumé, memorandum) and use page formats, fonts, and spacing that contribute to the readability and impact of the document.

CCSS SPEAKING AND LISTENING

2.3 Listening and Speaking

Specific applications of Speaking Applications standards:

(2.4) Deliver multimedia presentations:

- a. Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-generated images.
- b. Select an appropriate medium for each element of the presentation.
- c. Use the selected media skillfully, editing appropriately and monitoring for quality.
- d. Test the audience's response and revise the presentation accordingly.

2.4 Understand the importance of effective nonverbal, oral, and written communication skills in getting and keeping a job.

2.5 Use appropriate vocabulary and the specialized terminology of the industry.

2.6 Understand verbal and nonverbal communication and respond appropriately.

2.7 Understand trends and new information by reading and interpreting the professional literature of the professions within a selected career pathway.

DISTRICT ESLRs TO BE ADDRESSED:

Students will:

Self-Directed Learners:

- Read and write independently as well as with the class
- Think on their own as to following directions given in class
- Take what they learned in class and prepare meals for their family
- Choose and create menus that will be appetizing to the students

Constructive Thinkers:

- Take what has been learned in class and apply it to the real world of work
- Be able to adjust recipes and prepare them in class and at home
- Take what has been demonstrated for them and duplicate it in their kitchens
- Be creative on 'cooks choice' days and try new foods, not the same old things they already know how to prepare

Effective Communicators:

- Express their ideas and what they've learned in written and verbal communications
- Discuss and plan weekly lab duties to complete tasks
- Listen and respond to lab partners in keeping the kitchens safe

Collaborative Workers:

- Work in groups to accomplish assigned tasks
- Create foods and menus according to recipes
- Create the day's menu/recipe(s) according to duties and lab plans
- Volunteer to help out when a group member is not in class

Quality Producers/Performers:

- Take pride in class assignments
- Follow directions and complete the recipes
- Be able to work alone and in a group to finish tasks

Responsible Citizens:

- Be in class on time and be ready to work/learn
- Follow class safety guidelines
- Measure accurately and not waste food
- Respect the different likes and dislikes of others in class

Appendix

CALIFORNIA CTE STANDARDS: HOSPITALITY, TOURISM, AND RECREATION INDUSTRY SECTOR (HTR) FOUNDATION STANDARDS

1.0 ACADEMICS

Students understand the academic content required for entry into postsecondary education and employment in the Hospitality, Tourism, and Recreation Industry sector.

2.0 COMMUNICATIONS

Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts

3.0 CAREER PLANNING AND MANAGEMENT

Students understand how to make effective decisions, use career information, and manage personal career plans.

3.0 TECHNOLOGY

Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments.

5.0 PROBLEM SOLVING AND CRITICAL THINKING

Students understand how to create alternative solutions by using critical thinking skills, such as logical reasoning, analytical thinking, and problem-solving.

6.0 HEALTH AND SAFETY

Students understand health and safety policies, procedures, regulations, and practices, including the use of equipment and handling hazardous materials.

7.0 RESPONSIBILITY AND FLEXIBILITY

Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace and community settings.

8.0 ETHICS AND LEGAL RESPONSIBILITIES

Students understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms.

9.0 LEADERSHIP AND TEAMWORK

Students understand effective leadership style, key concepts of group dynamics, team and individual decision making, the benefits of workplace diversity, and conflict resolution.

10.0 TECHNICAL KNOWLEDGE AND SKILLS

Students understand the essential knowledge and skills common to the Hospitality, Tourism, and Recreation sector.

11.0 DEMONSTRATION AND APPLICATION

Students demonstrate and apply the concepts contained in the foundation and pathway standards.

CALIFORNIA CTE STANDARDS: FOODSERVICE AND HOSPITALITY PATHWAY

B1.0 Student understand major aspects of the food service and hospitality industry and the role of the industry in local, state, national, and global economies.

B2.0 Students understand the basics of safe work habits, security, and emergency procedure required in food service and hospitality establishments.

B3.0 Students understand the basic principles of sanitation and safe food handling.

B4.0 Students understand the basics of food service and hospitality management.

B5.0 Students understand the basics of systems operations and the importance of maintaining facilities, equipment, tools and supplies.

B6.0 Students understand and apply the basics of food preparation in professional and institutional kitchens.

B7.0 Students understand and apply the basic baking, pastry, and dessert preparation in professional and institutional kitchens.

B8.0 Students understand and apply the knowledge and skills essential for effective customer service.

B9.0 Students understand and apply the basic procedures and skills needed for food and beverage service.

CALIFORNIA CTE STANDARDS: HOSPITALITY, TOURISM, AND RECREATION PATHWAY

C2.0 Students understand the basic elements of workforce and organizational management, including the roles and responsibilities of effective management and employees in the industry.

C4.0 Students understand successful sales and marketing methods.

C6.0 Students understand and apply procedures for common types of financial transactions.

C11.0 Students understand and apply the fundamentals of planning events for a diverse clientele.

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