



Wayne County Community College District

COURSE SYLLABUS

FSM 205 Special Event and Catering Management With and Without Entertainment

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION: This course presents an overview of the event planning industry and begins the core knowledge and skills required for further study in this area. This course begins with the foundation of catering, special events and entertainment in the foodservice industry. Discussions continue with an overview of the various segments of the course. Topics include the functional components of the systems, trends, coordination and planning.

PREREQUISITES: FSM 120

EXPECTED COMPETENCIES:

Upon completion of this course, the student will be familiar with:

- Understand the components of entertainment selection and management
- Understand the principles of contracts and negotiation
- Understand the various presentation set-ups
- Understand the connection between components of special events and foodservice
- Evaluate the success or failure of the event or program and apply what is learned to the next event
- Apply customer service skills to the event or program
- Provide a value for price paid while still protecting the profit margins
- Understand line item budgeting
- Understand talent pricing
- Understand audio-visual production set-up and presentations
- Determine the cost of services and labor

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E