

Course Title	Management of Catering Operations Through Contracts				
Course Code	ICUL-411E				
Type of Course	Compulsory				
Level	1 st Cycle				
Year / Semester of study	Fourth / Spring				
Lecturer's Name					
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Objectives	<p>The aim of the course is to present the data on the functioning of catering units through contracts and on the stakeholders involved in the relevant industry. Students will be informed and will consolidate the proper implementation of effective financial planning, development and management of menus specifically adjusted according to each case, cost control and sales promotion.</p> <p>Particular emphasis and distinction will be given to the commercial and non-commercial sector of the scientific industry in relation to office / factory premises, educational institutions, hospitals, recreation areas, military units, etc.</p>				
Learning Outcomes	<p>After completing the training, trainees should be able to:</p> <ul style="list-style-type: none"> • Understand the conditions prevailing in food business premises (profitable). • Understand the conditions prevailing in non-commercial catering establishments (non-profit). • Define guidelines through effective planning and targeting for effective unit operation. • Organize and control mass food production. • Understand and handle the self-serving market segment of the food industry. • Perform efficient financial planning for profitable operation. • Handle food delivery through vending machines. • Manage the formation of menus according to contracts. Understand the requirements and peculiarities of each business / organization with which they contribute. • Effectively control the expenses of the personnel, supplies, energy and consumables. • Understand the first recipes and how they are presented. • Successfully apply sales promotion. • Effectively handle out-of-site service. 				
Pre-requisites	All courses of the 1 st , 2 nd and 3 rd year.		Co-requisites	None	

<p>Course Content</p>	<p><u>Business Units (Profitable)</u></p> <ul style="list-style-type: none"> • Analysis of conditions and peculiarities. • Requirements and expectations of customers. • Specialized reporting and analysis in office space, leisure and business. <p><u>Non-Commercial Units (Non-Profit)</u></p> <ul style="list-style-type: none"> • Analysis of conditions and peculiarities. • Requirements and expectations of customers. • Specialized reporting and analysis in educational institutions, health institutions, military units, etc. <p><u>Programming</u></p> <ul style="list-style-type: none"> • Needs analysis based on the contract. • Customer needs assessment. • Organization of Unit Operation. • Selection of necessary equipment and configuration of workplaces. • Selection and training of staff. • Setting targets for effectiveness assessment. <p><u>Mass Production of Food</u></p> <ul style="list-style-type: none"> • Assessment of working hours based on the contract. • Evaluation of market demand according to a given clientele (captive market) and / or open-clientele-not given. • Planning and checking required supplies. • On time production for immediate service. • Limitation of the non-given quantity of foods (left-overs). <p><u>Self-serving Clients</u></p> <ul style="list-style-type: none"> • Cafeteria-like service. • Effective and attractive food presentation (buffet). • Providing facilities to customers. • Create and maintain a comfortable and pleasant environment. • Replenishing the buffet and maintaining healthy standards. <p><u>Economic planning</u></p> <ul style="list-style-type: none"> • Through effective budgeting and control with corrective actions to limit derogations. • Inform and engage all staff. <p><u>Vending machines</u></p> <ul style="list-style-type: none"> • Check / confirm smooth operation. • Stocking. • Ensuring healthy conditions. • Quality control with strict specifications for food expiry dates. <p><u>Menus set-up</u></p> <ul style="list-style-type: none"> • Based on the requirements and terms of the contracts. • Designing specialized menus for special needs, eg. In health care facilities according to doctor's instructions (for recovery), or in offices according to the directions of the administration (for time related purposes). <p><u>Requirements and peculiarities</u></p> <ul style="list-style-type: none"> • Analysis of the needs of each business or organization as a counterparty.
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	<ul style="list-style-type: none"> • Understanding customer requirements, peculiarities and priorities in each case. • Flexibility and readiness to meet diversified needs in each customer segment. <p><u>Expenditure control</u></p> <ul style="list-style-type: none"> • Effective control and cost containment. • Analyze and minimize staff, procurement, energy, consumables, and more. Without discounts on quality. <p><u>Sales promotion</u></p> <ul style="list-style-type: none"> • Appropriate training of staff for the buffet. • Emphasis on the presentation / appearance of food as a pole of attraction. • Beware of efficient buffet placement (order, height, distance from customer, visibility, fragrance release, variety of colors). <p><u>Outside Catering</u></p> <ul style="list-style-type: none"> • Provide necessary / appropriate equipment. • Based on the requirements and terms of the contract. • On time placement of food on the customer's premises. • Ensuring and maintaining quality. • Avoiding deficiencies. • Flexibility to additional customer requirements.
Teaching Methodology	<ul style="list-style-type: none"> • Lectures, examples, classroom exercises • Analysis of case studies in the classroom • Field trips
Bibliography	<p>Required:</p> <ul style="list-style-type: none"> • Warner, M. Non-commercial, Institutional, and Contract Foodservice Management. Wiley. ISBN: 047159573X. • Lecturer's Notes. <p>Suggested:</p> <ul style="list-style-type: none"> • Parker Puckett, R., Green, C. Food Service Manual for Health Care Institutions. Jossey-Bass. ISBN: 0787964689. • Spain Kappel, V. Food Service Manual: Lessons in Group Food Service. American Camp Association. ISBN: 0876031831. • Knight, J., Kotschevar, L. Quantity Food Production, Planning, and Management. Wiley. ISBN: 0471333476. • Hansen, B., Thomas, C. Off-Premise Catering Management. Wiley. ISBN: 0471464244.
Evaluation	<p>Class participation, tests, project, final examination</p> <ul style="list-style-type: none"> • Class Participation • Tests • Project

	<ul style="list-style-type: none"> Final Exam <p>Grading Policy</p> <table border="1"> <tr> <td>Final Examinations</td> <td>30 – 50%</td> </tr> <tr> <td>Class Tests</td> <td>15 – 30% each</td> </tr> <tr> <td>Term paper or Projects</td> <td>15 – 30%</td> </tr> <tr> <td>Mid-Term</td> <td>30 – 40%</td> </tr> <tr> <td>Homework</td> <td>0 – 20%</td> </tr> <tr> <td>Quizzes</td> <td>0 – 10%</td> </tr> <tr> <td>Class Attendance & Participation</td> <td>0 – 10%</td> </tr> </table>	Final Examinations	30 – 50%	Class Tests	15 – 30% each	Term paper or Projects	15 – 30%	Mid-Term	30 – 40%	Homework	0 – 20%	Quizzes	0 – 10%	Class Attendance & Participation	0 – 10%
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Language	English														