Bergen Community College

ASSESSMENT REPORT FORM FOR ACADEMIC PROGRAM

Assessment Period: 2013-2015

Department/Program: Hotel, Restaurant and Hospitality Management

Associate in Applied Science in Hotel/Restaurant/Hospitality-Catering and Banquet

Department Chair: David Cohen

Department Assessment Liaison: Robert Walljasper

Date Submitted: 12/17/13

❖ **Program Description or mission/goal statement of the Department/Program**:

Catering and Banquet Management students interested specifically in the management and operation of a facility offering catering and banquet services will understand the regulations and standards that concern the hospitality industry and be proficient in food preparation and production, purchasing, and all phases of decorating and serving food. Graduates are eligible for jobs and supervisory or middle management positions in the banquet department of hotels, restaurants, food service companies and related areas of the hospitality industry.

❖ **Program Learning Goals/Outcomes**:

Students will be prepared to:

- Understand and demonstrate the principles of catering and banquet management
- **Plan appropriate menus, prepare and present food**
- Demonstrate banquet and catering supervisory skills, techniques and methods
- Plan, organize, and staff functions and catered events
- Understand and interpret industry contracts

SEMESTER 1: CREATING PROGRAM-LEVEL ASSESSMENT PLAN

1. Program Learning Goal(s) or Outcome(s) to be assessed (from the above section):

Plan appropriate menus, prepare and present food

2. Means of Assessment:

Incorporating the Goals for the AAS Banquet and Catering Option, the student will plan and execute a social catered affair such as a wedding from beginning to end.

- **Feedback from Dean:**

SEMESTER 2: DEVELOPING ASSESSMENT TOOL (s) and TIMELINE

3A. Describe or attach assessment tool (s), including sources of data, timeline for data collection and how data will be analyzed.

A scenario will be established involving a caterer and a client planning a wedding.

The student will plan, organize and create the following materials based upon the content of the course, HRM 214, Catering and Banquet Management.

The project will include:

1. Planning a menu for the client beginning with the cocktail party and following through with a five course dinner up to the end of the event.
2. Developing a list of alcoholic and non-alcoholic beverages to be offered at both the reception and the dinner.
3. Set up a contract with all the usual terms of conditions
4. Set up an event order detailing all the items to be served as well as all the extra details required to enable the affair to be successful.
5. Develop a staffing chart with work assignments
6. Develop an invoice detailing all charges
7. Arrange a list of contractors who will be hired to provide additional services

3B. Desired results faculty would like to see.

- **Feedback from CIE:**

SEMESTER 3: COLLECTING AND ANALYZING DATA

4. Summary of Results (attach aggregated data table, survey tool, etc., to support the summary)

5. Recommendations for Improvement:

- **Feedback from Dean:**

SEMESTER 4: CLOSING THE LOOP AND SHARING KNOWLEDGE

6. Use of Results:

- **Feedback from CIE:**