

HSM 201: Event Planning and Management

This course will provide students with an introduction to the management techniques necessary to successfully plan and execute hospitality functions. Students will learn the different front of the house service positions necessary to accomplish a successful dining experience through cross training at Frederic's (Faulkner's commercial dining room). Students will gain competency in the development of a business plan for a new restaurant or catering service. Menu planning and design will be introduced as a key component of developing and maintaining a successful hospitality organization. Upon completion, students will have a working knowledge of business plans, menu strategies and management tactics necessary to successfully plan hospitality events.

Credits: 3

Lab Hours: 0

Lecture Hours: 1

6