

Course Title	Banqueting & Events Operations							
Course Code	THOM-222							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Diploma</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Diploma	Requirement	All Programs	General Elective		
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All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 2, B' Semester							
Teacher's Name	Dr Sotiris Kefalas							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	<p>To develop professional knowledge and skills required to manage different types of banquets and events. The course addresses the systems, tools and checklists necessary for successful banquets and event planners concerning the room setup, audio visual services, exhibit handling, food and beverage delivery, social events planning, billing and other banqueting and events service operations. In addition, students have the opportunity to develop and run their own event as a group, gaining comprehensive practical experience of event management activities from proposal and planning to execution and evaluation.</p> <p>Students are expected to be able to:</p> <ul style="list-style-type: none"> • Apply knowledge and skills to design and deliver banquet and event services and experiences • Understand how to work independently, collaboratively and efficiently in a banqueting and events team environment with internal and external stakeholders • Demonstrate sound academic and industry knowledge and skills to explain the nature and scope of the banquets and events industry and related theory • Reflect on the learning experiences, challenges and opportunities faced throughout the banquet event management process. • Understand and perform the various tasks involved in successful banquet and event planning and servicing. • Understand key clauses of hotel/banquet/event contracts • Develop sales and marketing techniques to sell the function to group members 							

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Apply a systematic approach to the research, design, planning, implementation, and evaluation of festivals and community events. • Apply the principles of marketing to the process of event production. • Assess the viability of an event during the early stages of planning. • Identify strategies used to raise funds and generate event revenue. • Apply techniques to manage the financial resources of an event. • Apply sound human resource management techniques in order to organize and motivate event volunteers and staff. • Coordinate the logistical and operational details of an event. • Appreciate the potential social, economic, and environmental impacts of events. • Identify and plan for potential risks inherent in an event. • Evaluate the success of an event 		
Prerequisites	Sophomore	Required	
Course Content	<ol style="list-style-type: none"> 1. Banqueting and events objectives / banquet reports and administrations / banquet packages 2. Budgeting 3. Program development / the banquet flow charts 4. Site selection / Banquet reservation book / inquiry form / reservation and quotation procedures 5. Negotiation and contract / events orders 6. Risk Management 7. Speakers and special events 8. Marketing and media 9. Sponsorship and finance 10. Room setups 11. Food and beverage service 12. Audiovisual technology 13. Operations services / types of services 14. Teamwork and creativity 		
Teaching Methodology	<p>The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures</p>		
Mode of delivery	Face to face.		
Bibliography	Required		
	Williams, I. (2018). Banquet Management. Larsen and Keller Education, ISBN-10: 1635497264.		
	Recommended		
<p>The Culinary Institute of America. (2014, 3rd). Remarkable Service. Wiley, ISBN-10: 1118116879. Strianese, J., A., Strianese, P., P. (2014, 4th). Dining Room and Banquet Management. Cengage Learning, ISBN-10: 1418053694</p>			

<p>Assessment</p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="564 286 1415 544"> <tr> <td data-bbox="564 286 991 353">30 – 50 %</td> <td data-bbox="991 286 1415 353">Final Exam</td> </tr> <tr> <td data-bbox="564 353 991 421">20 – 40 %</td> <td data-bbox="991 353 1415 421">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="564 421 991 488">10 – 30 %</td> <td data-bbox="991 421 1415 488">Assignments / Projects</td> </tr> <tr> <td data-bbox="564 488 991 544">0 – 10 %</td> <td data-bbox="991 488 1415 544">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<p>Language</p>	<p>English</p>								