



THE **CULINARY** INSTITUTE *of* MICHIGAN®
A DIVISION OF BAKER COLLEGE

BAKER COLLEGE
STUDENT LEARNING OUTCOMES
FBM2450 Convention and Banquet Sales and Services
3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Develop an understanding of convention centers and banquets
 - a. Outline types of convention centers including where and when used
 - b. Describe types of banquet halls recognizing on premise and off premise operations
 - c. Identify various licensing requirements
 - d. Assist in the execution of an event
 2. Compile sales strategies employed in convention planning and services
 - a. Identify Foundational Components of sales contracts and rental agreements
 - b. Develop situational specific sales contracts and rental agreements
 - c. Describe various sales strategies used in convention planning and services
 3. Explore service methodologies for various events
 - a. List equipment needs for a variety of events
 - b. Review ordering strategies and development of timelines
 - c. Compare external and internal staffing methods
 - d. Clarify licensing requirements needed
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These SLOs are not approved for experiential credit.

Effective: Spring 2021