



Higher National Unit Specification

General information for centres

Unit title: Food and Beverage Events

Unit code: F35X 34

Unit purpose:

The Unit will provide candidates with the skills and knowledge relevant to plan and organise food and beverage events. Candidates will develop an insight into the nature and scope of food and beverage events. The Unit will enable candidates to understand the procedures, systems and resources involved in planning and organising a food and beverage event from the initial enquiry through to close down of the event.

On completion of the Unit the candidate should be able to:

- 1 Analyse food and beverage events within the events industry.
- 2 Plan a selected food and beverage event.
- 3 Analyse the resource requirements for a selected food and beverage event.
- 4 Organise the running of the food and beverage event.

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre but it would be beneficial if the candidate has undertaken the Unit: Event Application and possesses good communication skills which may be evidenced by Core Skills Communication at SCQF level 5.

Core Skills:

There are opportunities to develop the Core Skills of Problem Solving at SCQF level 5, the component Written Communication of the Core Skill Communication at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

General information for centres (cont)

Assessment: It is recommended that this Unit be assessed using two different methods of assessment. Outcome 1 may be in the form of a case study with extended response questions, and may be completed open-book under supervised conditions. Outcome 2 may take the form of a practical exercise to produce a portfolio of evidence for a selected Food and Beverage Event. For the reassessment the candidate may be provided with a different case study and a different sample of questions

Higher National Unit specification: statement of standards

Unit title: Food and Beverage Events

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Analyse food and beverage events within the events industry.

Knowledge and/or Skills

- ◆ Food and Beverage Events
- ◆ Food and Beverage
- ◆ In-house services
- ◆ Outsourced services
- ◆ Service styles
- ◆ Sector trends

Evidence Requirements

Candidates will choose three food and beverage events from weddings, dinners, lunches, corporate hospitality, afternoon teas, themed events such as Burns' suppers, Christmas parties, etc, and breakfast events and will provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ analyse three different food and beverage events from the above list
- ◆ describe at least three main components of the three food and beverage events. items can include food and beverages selections, decorations, entertainment and miscellaneous items
- ◆ explain one acceptable service style for each event, at least two different styles must be explained
- ◆ give two advantages and disadvantages of both in-house and outsourced food and beverage services
- ◆ describe one relevant sector trend for each of the three food and beverage events chosen.

Assessment Guidelines

Outcome 1 may be assessed in supervised conditions using a case-study with extended response questions. The case study may be given to the candidate 7 – 10 days prior to the assessment to allow the candidate to prepare for the assessment. The assessment is an open-book assessment therefore the candidate is permitted to bring three pages of A4 single sided notes with them to the assessment. This assessment could take approximately one hour thirty minutes.

Higher National Unit specification: statement of standards (cont)

Unit title: Food and Beverage Events

Outcome 2

Plan a selected food and beverage event.

Knowledge and/or Skills

- ◆ Clients' needs and expectations
- ◆ Stages of the Planning Process
- ◆ Documentation
- ◆ Food, beverages and practical aspects

Evidence Requirements

Candidates will choose one event from a selection of clients' briefs given by the tutor or a real life event agreed by the tutor.

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ analyse a brief and identify a minimum of six clients' needs and six expectations
- ◆ apply the stages of the planning process which will include the enquiry, provisional booking confirmed booking, client meetings to discuss detail and final preparations
- ◆ compile documentation to include an enquiry sheet, bookings in the diary, confirmation letter, event information sheet and a list of outsourced items
- ◆ advise the client on food, beverages and practical aspects of the event

Assessment Guidelines

Outcomes 2, 3 and 4 are an integrated assessment and use the event brief chosen in Outcome 2 for all future Outcomes.

Assessment Guidelines for this assessment are given in Outcome 4.

Higher National Unit specification: statement of standards (cont)

Unit title: Food and Beverage Events

Outcome 3

Analyse the resource requirements for a selected food and beverage event.

Knowledge and/or Skills

- ◆ Room layout and set-ups
- ◆ Event Themes
- ◆ Resources
- ◆ Staff

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Prepare a plan for a suitable room layout and set up for the event
- ◆ Conceptualise a theme for the event. This should include ‘themeing’ the room, table decorations, entertainment, food and beverage and miscellaneous items
Analyse the resource requirements for the selected event, select appropriate resources and provide a rationale for the selection. The selection must relate to the theme, layout and set-ups. This must include:
 - Physical resources and equipment. This must include linen, crockery, cutlery, glassware and service equipment
 - Human resources. This must include details of the types, numbers and working hours of staff required to run the event and can be evidenced by a staff roster.

Assessment Guidelines

Outcomes 2, 3 and 4 are an integrated assessment and use the event brief chosen in Outcome 2 for all future Outcomes.

Assessment Guidelines for this assessment are given in Outcome 4.

Higher National Unit specification: statement of standards (cont)

Unit title: Food and Beverage Events

Outcome 4

Organise the running of a food and beverage event

Knowledge and/or Skills

- ◆ Operational activities.
- ◆ Management and staff briefings
- ◆ Control measures
- ◆ Quality standards
- ◆ Financial information
- ◆ Customer feedback

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Identify the activities in the set-up, running and closedown of the selected event
- ◆ Explain the rationale for management and staff briefings and indicate six pieces of information communicated at these sessions
- ◆ Analyse the importance of accurate financial information in the successful management of the selected food and beverage event
- ◆ Analyse the control measures required to maintain quality standards
- ◆ Describe two ways of gaining customer feedback
- ◆ Explain how feedback information may be used for future events

Assessment Guidelines

For Outcomes 2, 3 and 4 an integrated assessment approach could be adopted. The assessment should be a practical exercise where the candidate produces a portfolio containing all the Evidence Requirements. There are several ways of assessing these Outcomes:

- 1 Candidates may select a food and beverage event from a series of client event briefs and work to produce a portfolio of evidence for that given brief. An observation checklist could be used.

or

- 2 Candidates may be asked to select a given brief and undertake the assessment as an actual event, again culminating in the production of a portfolio of evidence. This may be done in small groups (2 or 3) or individually. An observation checklist could be used.

For educational establishments with a large cohort of candidates, Option 1 may be more suitable. For other establishments where the number of candidates is smaller Option 2 may be more beneficial. Assessors must ensure that the contribution from each individual candidate meets all the Evidence Requirements. For certain sections of the portfolio of evidence, it may be suitable to provide standardised pro-forma for candidates to use for the required responses.

Administrative Information

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Unit title: Food and Beverage Events
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Higher National Unit specification: support notes

Unit title: Food and Beverage Events

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is intended to introduce candidates to different types of Food and Beverage events and the processes, systems and resources particular to this sector of the event industry.

Outcome 1

Outcome 1 looks at the types of food and beverage events or provision planned within the industry. Types of events investigated could include weddings, dinners or dinner dances, corporate hospitality, parties, garden parties, picnics or barbeques and vendors at music festivals, etc.

The components such as food, beverages, accommodation/venues, entertainment and other special items including floral and room decorations, table plans/menus/place cards should be investigated. The sourcing of these items should be discussed and specialist companies identified if the resources require to be brought in from an outside supplier rather than being produced in-house within the selected venue.

Candidates may then consider different styles of service ranging from silver service to self service for both food and beverages and select the most suitable types of services to particular food and beverage events.

Candidates should then research the trends such as styles of food eg sushi, retro, French, tapas, new drinks and cocktails, interesting new ways to serve food and drink and new eating concepts within the events industry.

Outcome 2

Outcome 2 considers the client's needs when booking Food and Beverage events. Candidates should be shown how to deal with a first time client and gain information from them through correct questions being asked and being able to answer client's questions professionally.

Candidates will then investigate the planning process involved in producing Food and Beverage events from the initial enquiry by the client, where the client's needs and expectations are identified, through placing a confirmed booking in the diary, running the actual event to the evaluation of the process. Documentation linked to the process should be prepared by the candidates. This could include an enquiry sheet, confirmation letter, event information sheet.

Candidates should be able to select the appropriate food and beverages to meet the client's need. Candidates should be given samples menus, wine and drinks lists used for food and beverage events to compare. Finally in this Outcome the candidates will make decisions on menu, drinks and the practical aspects of the food and beverage event.

Higher National Unit specification: support notes

Unit title: Food and Beverage Events

Outcome 3

For Outcome 3, candidates compare different room layouts available to them when organising these events. Layouts such as, dinner dance, cabaret style, oval, U-shaped, top table with sprigs, etc, should be highlighted and consideration given to best fit to the space available and the clients' needs.

Candidates should research the themes being used at present in industry to enhance food and beverage events and visualise how these themes can be used to transform the event space and resources being used.

Outcome 3 considers the resources required to organise a food and beverage event. Items such as crockery, cutlery, silver and glassware should be considered as well as floral decorations, menus and place-cards, etc. Special items may be identified for a specific event such as equipment and resources for buffets, drinks receptions with canapés, audio-visual and entertainment equipment and cake stands, etc. Candidates should be made aware that different food and beverage events require different standards of resources and equipment and these are dependent on clients' needs.

Finally, candidates should consider the staffing required to run an event in terms of the type, eg waiting, set-up and bar staff, numbers required and the hours they are expected to work to ensure a professionally run event.

Outcome 4

In Outcome 4 candidates will be introduced to the activities involved in the set-up, running and close down of an event including the layout and decoration of the event space and back of house areas, the various tasks involved in servicing the event ensuring customers are satisfied and the breakdown of the event space once all the guests have departed.

Candidates should discuss the importance of informing management and staff of the client's needs at the event and any special requests and the standards expected through the management and team briefing. Information such as special dietary requirements, accompaniments to menus, tasks allocated to different members of staff and timings etc should be communicated.

Candidate should be made aware of the importance of up-to-date financial information including such areas as: the pricing of menus and drinks and the gross profit made on these items, the staff costs, other costs involved in the event, the net profit gained and the cost of any out-sourced items. Candidates should consider the most appropriate time to take deposits, prepare bills for payment and evaluate whether the event was a financial success.

Candidates will identify control measures that may be used to maintain standards such measures as checklists, briefing sessions, correct service procedures, supervision and management by walking about, staff training and customer service procedures could be considered.

Ways of gaining customer feedback should be identified such as comment cards, questionnaires, and interviews etc and information gained from the feedback such as quality of service, suitability of menus and drinks items, expertise of service staff can be used to contribute to an improved guest experience.

Higher National Unit specification: support notes (cont)

Unit title: Food and Beverage Events

Guidance on the delivery and assessment of this Unit

A variety of teaching and learning approaches could be used within this Unit. These include group discussions, practical activities, structured work-sheets, and internet research, as well as candidates working with case-study or simulated material to underpin their knowledge and skills. Authentic materials such as establishment event menus and drinks lists, room layouts, marketing materials and pro-formas should be utilised and candidates should be encouraged to collect materials through internet research and by visiting establishments. Centres may have access to event software that may be suitable for the planning of the Food and Beverage event. It would be beneficial for candidates to be able to use the system and they may be able to utilise the software to produce the portfolio of evidence required for the second assessment.

There is potential to integrate this Unit with F35Y 35 *Managing an Event* and allow candidates to plan and organise an actual food and beverage event or the food and beverage component of a larger event.

This Unit will be assessed using two instruments of assessment. The assessment for Outcome 1 will come at the beginning of the course and will be a case-study based assessment with extended response questions relating to types of food and beverage events, their components, styles of service and trends within the industry. This assessment is completed under supervised conditions. The assessment is based on a case-study which is given to the candidates 7 – 10 days prior to assessment so the candidates can prepare notes to be taken into the assessment as the assessment is open-book. Candidates may not bring textbooks, handouts or other material not prepared by themselves.

Outcomes 2, 3 and 4 are assessed within one instrument of assessment that takes the form of a portfolio of evidence that the candidates complete on an ongoing basis. This assessment relates to the planning and organising of a food and beverage event from a client's brief given to the candidate by their lecturer.

This assessment may also be integrated with the Unit: F35Y 35 *Managing an Event*.

Opportunities for developing Core Skills

The delivery and assessment of this Unit may contribute towards the component 'Written Communication' of the Core Skill of Communication at SCQF level 5, particularly if extended response questions are used as the instrument of assessment for Outcome 1. The general skills of the component are 'read, understand and evaluate written communication' for its reading element and 'produce well-structured written communication' for its written element.

Any preparation towards producing a folio of evidence for Outcomes 2, 3 and 4 such as reading and research will facilitate development of the component's reading element, as candidates will need to examine a variety of information, for example relating to researching the trends and styles of food and beverage in Outcome 1

The writing element of the component may be developed when dealing with topics such as different styles of service in Outcome 1 and where tackling the complex decisions in selecting a menu for a client in Outcome 4.

Higher National Unit specification: support notes (cont)

Unit title: Food and Beverage Events

Open learning

If this Unit is delivered by open or distance learning methods, additional resources will be required for candidate support, assessment and quality assurance.

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

This Unit will provide you with the skills and knowledge relevant to planning and organising a Food and Beverage event.

In Outcome 1, you will be introduced to the variety of food and beverage events within this sector of the events industry such as weddings, parties, corporate hospitality. You will investigate the components of these Food and Beverage events and consider the different styles of service used for each of them. You will then be introduced to the trends in the industry, highlighting what is new and in fashion at the present time and how these tend to impact on the food and beverages being organised.

In Outcome 2 and 3 you will consider the process of planning a Food and Beverage event and the information you need to gain from your client to allow you to take the client's brief and prepare for the event. You will use the planning process to complete practical exercises including appropriate documentation that will allow you to make decisions on all parts of the event such as food, beverages, theme, decoration and entertainment. You will also consider a suitable layout for the event and the correct staffing levels to ensure the quality expected for the event.

In Outcome 4, you will investigate the activities involved in the set-up of the event on the day, the service of the event and the close-down. The importance of giving staff and management the correct information through briefing sessions will be discussed as will the importance of correct financial information, maintaining quality standard and gaining customer feedback to enhance future events.

To complete this Unit successfully you will have to achieve a satisfactory level of performance within two assessments. The first assessment will be at the beginning of the Unit and is based on a case-study with extended response questions relating to the different types of food and beverage events: the main components of these, service styles and trends within the industry. You will be given the case-study out 7 – 10 days prior to sitting the assessment so that you can prepare the assessment. You will be allowed to bring notes to the assessment that you have prepared. You may not bring textbooks, handouts or other material not prepared by yourself.

The second assessment is a portfolio of evidence for Outcomes 2, 3 and 4 which will be completed on an on-going basis. For this assessment you will be given a client's brief and you are required to plan and organise a food and beverage event taking into account their needs and expectations. Certain centres may allow you to actually run a food and beverage event or the assessment may be completed as a series of practical exercises to make up your portfolio.