

I. COURSE DESCRIPTION:

Planning and costing menus, purchasing and receiving are major activities for the Chef. Beyond cooking, the Chef is largely responsible for the hiring, dismissal, training, welfare of the kitchen staff and the management in order to achieve financial success of the operation. Menus must be appealing and profitable. Correct quality products must be ordered at the right time, for the right price and received correctly. If attention is not given to these activities, the operation will not be successful. This course is for cooks and chefs who wish to garner the necessary knowledge, skills and attitudes required to supervise in the foodservice industry.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. ***Demonstrate an understanding of a Supervisor's role in the foodservice industry.***

Potential Elements of the Performance:

- a) Identify the central position the chef supervisor occupies in assisting management to reach the goals of total quality management.
- b) Identify and discuss the attributes, skills, duties and functions of chef supervisor.
- c) Outline the key elements and ingredients of a desirable kitchen work environment.
- d) Understand the difference between culinary skills and human skills and the roles each play in the supervisory management process.
- e) Indicate the trends and new dimensions associated with the development of a chef supervisor.

2. ***Apply knowledge and understanding of basic menu engineering.***

Potential Elements of the Performance:

- Define static, cycle, a la carte, table d'hote menus, and cite typical uses of each. Explain the importance of clientele in planning of the menu.
- Identify various aspects of menu balance and design including flavour, texture, colour, cooking methods, nutritional considerations, consumer trends, application of print technology, and strategic formatting and graphics.
- Explain why demographics are important in planning the menu.

3. ***Understand and apply basic marketing techniques in the development of the menu.***

Potential Elements of the Performance:

- Develop menus using appropriate industry vocabulary
- Develop, implement, evaluate marketing objectives for a basic marketing plan in the foodservice operation; including the following: location, competition, situation, analysis, needs analysis, demographics, price, cost, advertising, sales and promotions
- List and differentiate the types of service: French, Russian, English, plated, buffet, banquet room

4. **Menu planning and costing project**

Chef Training and Apprentices

Due: Draft copy October

Costing portion November

Final Draft early December

Instructions: Read the following menu planning and costing criteria and begin creating your own restaurant theme menu. Recipes will be taken strictly from your Professional Cooking 5th. Edition unless approved by your Professor.

1. You will take into consideration the availability and costs of these items in your recipe, as well as the availability of equipment in the Gallery kitchen in order to produce your menu.
2. Your menu will include 12 items, each including cost cards and recipe cards as well as how the item is prepared and presented on the appropriate serving dish.

3. You will design your menu around the following courses:
 - 1 Appetizer
 - 1 Soup
 - 1 Salad
 - 4 Entrees (2 from meat, 1 poultry, 1 seafood or * 1 pasta)
 - 1 Dessert
 - 2 Drink Specials
 - 1 Suitable Starch (potato, rice, grains, *pasta)
 - 1 Suitable Vegetable** If pasta is a main course no other starch is required**
4. Cost each item. (You will determine the selling price with the aide of your Professor prior to your final copy using a cost % of between 25-40 %, or using a price that is in line with what the customer is **willing** to pay). The cost per item will be calculated by using a "portion cost and recipe card".
5. The menu cover is a symbol of your restaurant. The cover should be the last part of the menu designed. A properly developed menu should be put together from the inside out, that is you must work on your menu items, recipes and costs first.
6. Presentation of your menu should have typeface no smaller than 12-font size. Also consider the relationship of the menu's cover design to the theme of your restaurant. The use of foreign language with English interpretations in optional.

7. Evaluation:

Draft copy (to be reviewed by Professor no later than (-----
-----) 10%

Cost portion (to be reviewed by your Professor no later than _____) 10 % this will include cost cards and standardizes recipe cards.

Final Copy will be evaluated by the following @ 80%

- On time
- Proper orders Example: apps. 1st. soups 2nd. Etc.
- Proper number of Recipes 12 plus any extra!
- Yield and portion size
- Recipe accuracy
- Procedure accuracy
- Creativity
- Menu Choice and educational value to winter term students this will be used in the advanced semester make your choices challenging

- Portion cost cards and proper calculations with suggested sell prices converted into a % and as well as actual food cost %
- Cover and presentation of menu
- Taste, texture, variety, balance, size, shape, cooking technique and colour are all adhered to
-

Total Marks: 100% ****(Project is worth 25% of your final grade)****

The work must be the original work of the individual student. All dates will be announced in class.

An approved list of resource material will be given to each student

**Minus 10% Everyday late (example: 1 mark/day on draft copy, 8 marks per day on final copy will be deducted)

This is a very important part of your career as a cook/ chef, start early talk to your peers and have fun.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Profitable Menu Planning Canadian Edition

3 ½ Floppy Disk (brand new) Needed for Menu template

V. EVALUATION PROCESS/GRADING SYSTEM:

Test #1 25% September

Test #2 25% October

Test #3 25% November - December

Project 25% December

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field	

X	placement or non-graded subject areas. A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:

Dress code in effect. ** See attached policy on dress code

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.