

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: MENU PLANNING

CODE NO.: FDS119 SEMESTER: TWO

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

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PREVIOUS OUTLINE DATED: JANUARY, 1994

New: _____ Revision: X

APPROVED: _____ DATE _____
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

MENU PLANNING

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COURSE NAME

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PHILOSOPHY/GOALS:

This course will give the student an introduction to the industry and develop the theme of shaping the menu to best perform its function of controlling and directing a foodservice operation.

STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. trace the beginnings and growth of the foodservice industry and identify the major contributions to this growth made by people and events
2. identify the usual organizational structure of a menu, identify the factors needed to plan a menu, define menu terms, identify some factors used in selecting menu items
3. identify the major constraints in menu planning and recognize why they must be considered in menu planning
4. explain how cost factors affect menu planning
5. discuss the theories behind menu pricing and characterize the most common pricing techniques used in the foodservice industry
6. identify the basic requirements of making a menu a good communication and merchandising medium
7. explain the need for menu analysis before and after putting the menu into effect
8. identify the basic requirements for planning a liquor menu
9. understand the importance of service in fulfilling the objectives of the menu

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10. Indicate the nature of purchasing, what it encompasses and its division in to three spheres.
11. Discuss marketing agents and how they function.
12. Indicate the importance of proper purchase management within an enterprise.
13. Understand the importance of well-written specifications and how to set them up.
14. Understand the various methods of purchasing food.
15. Understand the importance of meat purchasing to menu performance and understand how meat reacts in cooking.
16. Indicate some of the market factors involved in the purchase of individual kinds of fresh, frozen and processed fish and shellfish.
17. Understand the details of kind, class, grading, styles, and type that should be known to purchase poultry.
18. Know the factors that determine quality in eggs.
19. Indicate how cheese is made and identify various types of cheese.
20. Purchase factors for a wide group of items often classified as groceries.

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SOME TOPICS TO BE COVERED:

1. Development of Haute Cuisine
2. Commercial Feeding
 - eating places
 - food contractors
 - institutional feeding
3. Types of Menus
 - a la carte
 - table d'hote
 - du Jour
 - cycle
4. Menus for Various Meals and Occasions
5. Personnel Constraints
6. Food Availability
7. Patron Considerations
8. What Makes Food Appealing
9. Patron Expectations
10. Controlling Food Costs
11. Controlling Labour Costs
12. Pricing Methods
13. Evaluating Pricing Methods
14. Menu Mechanics
15. Popularity Index
16. Menu Analysis
17. The Liquor Menu
18. Types of Service

20. Selecting Purveyors
21. Ethics of Purchasing
22. Methods of Purchasing
23. Receiving and Storage
24. Specifications
25. Purchasing of Beef
26. Purchasing of Poultry
27. Purchasing of Pork
28. Purchasing of Veal
29. Purchasing of Lamb
30. Purchasing of Poultry
31. Purchasing of Fish
32. Purchasing Dairy Products
33. Purchasing of Groceries

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LEARNING ACTIVITIES - PROJECT

Each student will produce an a la carte menu for a restaurant of their choice together with costed recipes. Marks will be given for Costing, Recipes, Neatness, Pricing, Originality and Menu composition. The project must be handed in to the instructor on or before the morning of April 6, 1995 in order to be evaluated.

METHOD OF EVALUATION:

The final grade will be derived from the following:

Test #1	30%
Test #2	30%
Project	40%

Notification of a test will be given in class at least one week before the test date.

Grade Interpretation:

letter grade of A+, A, B, C, or R will be used to indicate the achievement or value of the student's work.

A+	90 - 100%
A	80 - 89%
B	70 - 79%
C	60 - 69%
R	Repeat - under 60%

A student with a final grade of less than 60% must repeat the course. There will be no re-writes of either test.