



COURSE OUTLINE: CUL203 - MENU PLANNING DEVEL

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	CUL203: MENU PLANNING AND DEVELOPMENT
Program Number: Name	2078: CULINARY MANAGEMENT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	19F
Course Description:	The ability to create well-balanced menus for a variety of occasions that meet the diverse needs of customers, and that are operationally functional and profitable is paramount to the success of any business. This course will highlight the basic principles of developing menus that reflect proper descriptive terminology and comply with truth in menu guidelines. Students will gain an understanding of the importance of product and traffic flow, facility layout, equipment and product availability, demographics and market demand on the menu planning process.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2078 - CULINARY MANAGEMENT
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 provide advanced culinary planning, preparation and presentation for a variety of food service environments using a range of classical and contemporary techniques.
	VLO 2 apply basic and advanced food and bake science to food preparation to create a desired end product.
	VLO 4 ensure the safe operation of the kitchen and all aspects of food preparation to promote healthy work spaces, responsible kitchen management and efficient use of resources.
	VLO 5 create menus that reflect knowledge of nutrition and food ingredients, promote general health and well-being, respond to a range of nutritional needs and preferences and address modifications for special diets, food allergies and intolerances, as required.
	VLO 6 apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.
	VLO 7 apply knowledge of sustainability*, ethical and local food sourcing, and food security to food preparation and kitchen management, recognizing the potential impacts on food production, consumer choice and operations within the food service industry.
	VLO 8 select and use technology, including contemporary kitchen equipment, for food production and promotion.
	VLO 11 contribute to the development of marketing strategies that promote the successful operation of a food service business.
	VLO 12 contribute to the business management of a variety of food and beverage operations to foster an engaging work environment that reflects service excellence.



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Essential Employability Skills (EES) addressed in this course:

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

Books and Required Resources:

Management By Menu by Lendal H. Kotschevar & Diane Withrow
Publisher: Wiley Edition: Fourth
ISBN: 9780471475774

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Explain the evolution of menus, their purpose, layout and design.	1.1 Examine the history of menus. 1.2 Discuss key considerations in developing and managing a foodservice establishment menu. 1.3 Identify menu components, classifications, designs and layouts. 1.4 Compare and contrast different types of menus in a variety of food service operations.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Identify factors influencing menu item selection for a variety of food service operations.	2.1 Discuss factors that impact menu item selections. 2.2 Examine the moral, ethical and legal implications of accurate menu writing. 2.3 Assess the importance of nutrition, and understand how it relates to menu planning. 2.4 Analyze menus and identify potential areas of concern with regard to used menu language. 2.5 Write acceptable contemporary descriptors when creating menu items.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Evaluate the profitability of a menu.	3.1 Evaluate the importance of, create and calculate standard recipes. 3.2 Formulate the cost of individual menu items, utilizing standard recipe yield and costing templates. 3.3 Generate accurate selling prices, based on the four most



	common methods used in the hospitality industry. 3.4 Perform a menu item analysis, using a spreadsheet.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Plan and develop menus to accommodate a variety of foodservice environments and dietary requests.	4.1 Analyze menus to determine successful logistical implementation. 4.2 Develop and present professional table d'hote and a la carte menus, including cost and selling price. 4.3 Plan and create menus for specified special events. 4.4 Create a menu for a specified event, taking into account specific dietary needs, food trends and cultural uniqueness. 4.5 Adapt menu items based on allergen specific requests.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	25%
Final Assessment - Project	20%
Quizzes	10%
Test 1	15%
Test 2	15%
Test 3	15%

Date:

June 19, 2019

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

