



COURSE OUTLINE: CUL203 - MENU PLANNING DEVEL

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Course Code: Title	CUL203: MENU PLANNING AND DEVELOPMENT
Program Number: Name	2078: CULINARY MANAGEMENT
Department:	CULINARY/HOSPITALITY
Academic Year:	2025-2026
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:	42
Prerequisites:	CUL151
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>2078 - CULINARY MANAGEMENT</p> <p>VLO 1 provide advanced culinary planning, preparation and presentation for a variety of food service environments using a range of classical and contemporary techniques.</p> <p>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.</p> <p>VLO 6 apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.</p> <p>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.</p> <p>VLO 10 develop strategies for continuous personal and professional learning to ensure currency with and responsiveness to emerging culinary techniques, regulations, and practices in the food service industry.</p> <p>VLO 11 contribute to the development of marketing strategies that promote the successful operation of a food service business.</p>
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective</p>



- communication.
- EES 3 Execute mathematical operations accurately.
 - 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 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

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements:

The following resources will be required and used in this course:
Full computer, internet, MS Teams and LMS access

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 Review common units of measure, perform conversions of weights and measures to their equivalents in Metric and US Standard 3.2 Apply mathematical operations in trade related problem solving situations. 3.3 Calculate ingredient unit cost, recipe cost, portion cost and food cost. 3.4 Create standard recipes with recipe yields and portion sizing. 3.5 Formulate the cost of individual menu items, utilizing standard recipe yield and costing templates. 3.6 Generate accurate selling prices, based on the four most



	<p>common methods used in the hospitality industry.</p> <p>3.7 Explain the makeup of an income statement including the interrelationships of controllable and noncontrollable cost and their effect on sales and profit.</p> <p>3.8 Perform a menu item analysis, using a spreadsheet.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Plan and develop menus to accommodate a variety of foodservice environments and dietary requests.	<p>4.1 Analyze menus to determine successful logistical implementation.</p> <p>4.2 Develop and present professional table d`hote and a la carte menus, including cost and selling price.</p> <p>4.3 Plan and create menus.</p> <p>4.4 Adapt menu items based on allergen specific requests.</p>

Evaluation Process and Grading System:

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

Date:

July 8, 2025

Addendum:

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

