COURSE OUTLINE

Course Number  Course Title  Credits
HOS 205  Menu Planning/Costing and Design  2

Hours:
lecture/Lab/Other  2 lecture hours

Co- or Pre-requisite:
HOS 111

Implementation
Revised Spring 2013

Course description (from 2011-2013 catalog):
Applicable to a wide variety of food service operations, covers pricing strategies and support systems, ordering, conversion of recipes from small to large quantities, physical types of menus, marketing strategies, and food preferences of the public. Special emphasis on the planning of nutritional menus.

Required texts/other materials:
Wiley, Copyright: 2008

Outcome Competencies:
To understand the role of the menu in the successful food service operation
To understand and create a menu as a communications tool
To develop menus for a variety of food service operations
Understand the designing of the physical menu and the principles and procedures of menu writing
To develop marketing strategies related to menu design and profits.
Understand the life cycle of the menu
Understand food cost breakdown and standardized recipes related to the menu pricing strategies.
Demonstrate the ability to document objective and subjective costs related to the design and pricing.
Understand and utilize menu-pricing tactics and strategies.
Understand accurate menu-writing guidelines and evaluate menus for success.

Special Needs – If there is any student in this class who has special needs because of learning disabilities, or other kinds of disabilities, please feel free to come and discuss this with me. You may also speak with Lydia Walegir – the Coordinator of Special Services, or any member of her staff, whose office is in room LB 221 Phone: ext. 3517

Method of Instruction:
The lecture component of this course will include a one hour and forty minute session, reviewing a wide variety of skills necessary to successfully complete assignments and tests. You are
responsible for completing all reading and written assignments BEFORE the start of each lecture and laboratory session. A significant portion of the course is dedicated to developing knowledgeable proficiency within the scope of menu planning and costing and design. There will be class assignments, quizzes, and an inclusive final examination. Classes may be devoted to lab exercises, demonstrations, as well as guest speakers. This is an area that is best utilized at each individual instructor’s discretion. Additionally a cap stone project of creating a full menu that meets the specifications of the instructor will be required.

**Method of Evaluation:**
A. Class Participation 20% of Final Grade
B. Completion of Capstone menu: 25% of Final Grade
C. Class Assignments: 30% of Final Grade
D. Quiz Grades 10% of Final Grade
D. Final Exam: 15% of Final Grade

**Attendance:**
If you miss classes and labs you do not learn, so... miss three sessions and you will fail the course. Three late arrivals to class will count as one absence.

**Grade Scale:**
- 100% - 93% = A
- 92% - 90% = A-
- 89% - 87% = B+
- 86% - 83% = B
- 82% - 80% = B-
- 79% - 77% = C+
- 76% - 70% = C
- 69% - 60% = D
- 59% - 0% = F

Any student who a) knowingly represents work of others as his/her own. b) uses or obtains unauthorized assistance in the execution of any academic work, c) or gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized in accordance with established college policies and procedures.
Course Syllabus – Menu Planning, Costing and Design
Course outline subject to change as appropriate to address the needs of the class

Week 1: Review of Course Requirements
Overview of the Food Service Industry
Role of the Menu
Assign Final Menu Project

Reading Assignment: Chapter 1 and 2

Week 2: Chapter 1 and 2 Exercise
A Look Back at the Foodservice Industry
Profile of the Modern Foodservice Industry

Quiz: Chapter 1 & 2
Reading Assignment: Chapter 3
Homework: Essay Question

Week 3: Chapter 3 Exercise
Planning a Menu

Quiz: Chapter 3
Reading Assignment: Chapter 4
Homework: Essay Question

Week 4: Chapter 4 Exercise
Considerations and Limits in Menu Planning

Quiz: Chapter 4
Reading Assignment: Chapter 5
Homework: Essay Question

Week 5: Chapter 5 Exercise
Cost Controls in Menu Planning

Quiz: Chapter 5
Reading Assignment: Chapter 6
Homework: Essay Question

Week 6: Chapter 6 Exercise
Menu Pricing
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<tr>
<th>Week</th>
<th>Exercise</th>
<th>Menu Topic</th>
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<tbody>
<tr>
<td>Week 7</td>
<td>Chapter 7 Exercise</td>
<td>Menu Mechanics</td>
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<td>Week 8</td>
<td>Chapter 8 Exercise</td>
<td>Menu Analysis</td>
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<td>Week 9</td>
<td>Chapter 9 Exercise</td>
<td>The Beverage Menu</td>
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<td>Week 10</td>
<td>Chapter 10 Exercise</td>
<td>Producing the Menu</td>
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<td>Week 11</td>
<td>Chapter 11 Exercise</td>
<td>Service and the Menu</td>
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**Quiz:** Chapter 6  
**Reading Assignment:** Chapter 7  
**Homework:** Essay Question

**Quiz:** Chapter 7  
**Reading Assignment:** Chapter 8  
**Homework:** Essay Question

**Quiz:** Chapter 8  
**Reading Assignment:** Chapter 9  
**Homework:** Essay Question

**Quiz:** Chapter 9  
**Reading Assignment:** Chapter 10  
**Homework:** Essay Question

**Quiz:** Chapter 10  
**Reading Assignment:** Chapter 11  
**Homework:** Essay Question

**Quiz:** Chapter 11  
**Reading Assignment:** Chapter 12  
**Homework:** Essay Question
Week 12: Chapter 12 Exercise  
The Menu and the Financial Plan

Quiz: Chapter 12  
Reading Assignment: Chapter 13

Week 13: Chapter 13 Exercise  
Ethical Leadership in Restaurant Management.

Quiz: Chapter 13

Course Review

Week 14: Final Menu Project Presentations

Week 15: One Hour Final Written Exam

**Courtesy and Common Sense**

Please make every attempt to come to all class sessions, to come on time and stay until the end of the class unless you have notified the instructor you are leaving early. There may be a time when you are unavoidably late for class or leave early. If that is the case please choose a seat near the room entrance. Once the class session has begun, please do not leave the room and re-enter unless it is an emergency. If you must miss a class it is you are still responsible for all material covered, announcements made in your absence and for acquiring any materials that may have been distributed in class. It is important to stay focused on the class discussion. For this reason, only one person at a time in the class should be speaking. Side conversations are distracting for surrounding students and the instructor. Please also remember to turn off any pager or cell phone, or set it to vibrate so you do not distract the class.