Course Outline

Course Number: HOS 205  
Course Title: Menu Planning/Costing and Design  
Credits: 2  
Lecture: 3.5 hours  
Length: 7 sessions  
Division: Business Stem  
Prerequisites: HOS 111

Text:  
Management by Menu 4th edition  
Kotschevar ISBN- 9780471475774  
Wiley, Copyright: 2008

Course Description: 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 including the  
planning of nutritional menus. 2 lecture hours

Meeting Time:  
Instructor:  
Contact Information:  
Office Hours: By Appointment

Outcome Competencies:

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

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 10% of Final Grade  
B. Class Assignments: 35% of Final Grade  
C. Quiz Grades 30% of Final Grade  
D. Final Exam: 25% 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 1,2 and 3

Week 2: Chapter 1,2 and 3 Review  
1. A Look Back at the Foodservice Industry  
2. Profile of the Modern Foodservice Industry
3. Planning a Menu
   Quiz: Chapter 1,2 and 3
   Reading Assignment: Chapter 4,5,6
   Homework: Essay Question

Week 3: Chapter 4,5,6 Review
4. Considerations and Limits in Menu Planning
5. Cost Controls in Menu Planning
6. Menu Pricing
   Quiz: Chapter 4,5,6
   Reading Assignment: Chapter 7,8,9
   Homework: Essay Question

Week 4: Chapter 7,8,9 Review
7. Menu Mechanics
8. Menu Analysis
9. The Beverage Menu
   Quiz: Chapter 7,8,9
   Reading Assignment: Chapter 10,11
   Homework: Essay Question

Week 5: Chapter 10,11 Review
10. Producing the Menu
11. Service and the Menu
   Quiz: Chapter 10,11
   Reading Assignment: Chapter 12,13
   Homework: Essay Question

Week 6: Chapter 12,13 Review
12. The Menu and the Financial Plan
13. Ethical leadership in Restaurant Management
   Review for final exam
   Homework: Review for final exam
            Finish menu project

Week 7: Take final exam
         Hand in final project

Rev spring 2018
**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.

**Grade Scale:**

**First Semester Students** – A coach has been assigned to assist you with navigating your first semester in college. Coaches help with understanding how Mercer works, finding appropriate help with course work, and establishing academic goals. Visit [www.mccc.edu/coaching](http://www.mccc.edu/coaching) to find your coach or Contact: Arlene Stinson, LB217, 570-3451, SOAR@mccc.edu.

**Academic Advising after your first semester** – Faculty advisors provide help with completing your major after your first semester. Meet your faculty advisors! Contact the division of your major to find out who is your faculty advisor.

- Business & Technology Division Doris Geck BS 134 570-3482 / geckd@mccc.edu
- Liberal Arts Division Debbie Stotland LA 162 570-3378 / stotland@mccc.edu
- Math, Science & Health Division Barbara Pieslak MS 126 570-3383 / pieslakb@mccc.edu

**Use your “MyMercer” Portal** – Your “MyMercer” portal contains your MercerMail, financial information, class schedule, grades, and other information. Check your “MyMercer” portal every day! Visit [www.mccc.edu/mymercer](http://www.mccc.edu/mymercer) to access your portal.

**Tutoring support** – Academic support services are free and available for all students. Drop in or contact the following to make arrangements:

- Arlene Stinson (WWC) LB 217 570-3422 / stinsona@mccc.edu
- Joann Mia (TC) KC 311 570-3128 / miaj@mccc.edu

**Reasonable Accommodations for Students with Documented Disabilities** – The Office of Special Services (OSS) provides continued support to students with documented disabilities. Support staff is available to help students with differing abilities make a smooth transition to college as well as to succeed throughout their college experience. Contact:

- Arlene Stinson (WWC) LB 217 570-3422 / stinsona@mccc.edu

**Career and Transfer Center** – Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

- Laurene Jones (WWC Transfer Services) SC 201 570-3307 / jonesl@mccc.edu
- Kimberley Bowser (TC Transfer & Career) KC 216 570-3110 / bowserk@mccc.edu

**Counseling Services** – Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge. Contact:

- Dorothy Gasparro SC 239 570-3354 / gasparrd@mccc.edu

Rev spring 2018
**Veteran’s Services** – If you are military, veteran, or family member, we offer free support for you. Contact:
- John Becker  SC 220  570-3240 / vets@mccc.edu

**Academic Integrity Statement** – Mercer County Community College is committed to Academic Integrity – the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work, and that faculty members will take reasonable precautions to prevent the opportunity for academic dishonesty.

The college recognizes the following general categories of violations of Academic Integrity, with representative examples of each. Academic Integrity is violated whenever a student:

a) Uses or obtains unauthorized assistance in any academic work.
   - Copying from another student’s exam.
   - Using notes, books, or aids of any kind during an exam when prohibited.
   - Stealing an exam or possessing a stolen copy of an exam.

b) Gives fraudulent assistance to another student.
   - Completing an academic activity or taking an exam for someone else.
   - Giving answers to or sharing answers with another student during an exam.
   - Sharing answers during an exam by using a system of signals.

c) Knowingly represents the work of others as his/her own, or represents previously completed academic work as current.
   - Submitting a paper or other academic work for credit, which includes words, ideas, data, or creative work of others without acknowledging the source.
   - Using another author’s words without enclosing them in quotation marks, without paraphrasing them, or without citing the source appropriately.
   - Presenting another individual’s work as one’s own.
   - Submitting the same paper or academic assignment to another class without the permission of the instructor.

d) Fabricates data in support of an academic assignment.
   - Falsifying bibliographic entries.
   - Submitting any academic assignment, which contains falsified or fabricated data or results.

e) Inappropriately, or unethically, uses technological means to gain academic advantage.
   - Inappropriate or unethical acquisition of material via the Internet.
   - Using hidden devices for communication during an exam.

Each instructor is authorized to establish specific guidelines consistent with this policy.

**Consequences for violations of Academic Integrity** – For a single violation, the faculty member will determine the course of action to be followed. This may include assigning a lower grade on the assignment, assigning a lower final course grade, failing the student in the course, or other penalty appropriate to the violation. In all cases, the instructor shall notify the Chairperson of the Academic Standards Committee of the violation, and the penalty, imposed.

When two (or more) violations of Academic Integrity are reported on a student, the Academic Standards Committee may impose disciplinary penalties beyond those imposed by the course instructors. The student shall have the right to a hearing before the Academic Standards Committee or a designated subcommittee thereof.

**Appeals** – The student has the right to appeal the decision of the instructor, or the Academic Standards Committee. Judicial procedures governing violations of Academic Integrity are contained in the Student Handbook.

Approved: Board of Trustees – May 18, 2000

Rev spring 2018