

Course Syllabus

Department : Culinary Arts

Course Title : Menu Management

Section Name : RSTO_1221_410

Start Date : 08/23/2010

End Date : 12/10/2010

Modality : FACE-TO-FACE

Credits :

Instructor Information

Name : Paul Porras

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OC Phone # : (432) 335-6320

Course Description

Introduces a variety of menu strategies which are employed in the construction of menus. The student will be able to select and develop four types of menu strategies, develop a menu layout using printing technology and write copy, will also find out the importance of location ,also the importance of customers, learn where to look on line to find uot the city they wish to open a restaurant, and acquire, interpret and evaluate menu sales. The student will also understand the importance of a menu in relationship to the organization of the kitchen and dining room, service to patrons and the skills required of a professional staff.

Prerequisites/Corequisites

Prerequisite: NONE. Corequisite: NONE.

Scans

SCANS1, 2, 3, 4, 5, 6, 8, 9).

Course Objectives

At the conclusion of this course the student will be able to:

1. Describe the importance of menus in relationship to communications, marketing and the controls in a foodservice operation.
2. Design a variety of menus with emphasis on layout, captions, paper selection and print styles and sizes
3. * Interpret the types of control factors required to determine profitability for the food service operation.
4. Compile a menu which employs all of the concepts taught in the course.

Students are required to come to class in their uniform (chef jackets, pants, and hat). Also **cursing** in class will not be tolerated, students caught cursing will be given a **warning**, if they persist they will be **sent home**. All students are also required to attend all classes and are only allowed **3 absences** in the program, after the 3rd absence they will have to retake the class.

Required Readings/Materials

a) You must purchase the following **required** readings/materials:

Management By Menu; 4th Edition; Lendal H. Koschevar, Diane Withrow

Course Requirements (Lectures, Assignments and Assessments)

Credit will be given for ONLY those quizzes and the comprehensive examination completed on assigned days, unless you make **prior** arrangement with the instructor.

You will be provided with a weekly reading schedule and it is your responsibility to read assigned chapters prior to the next class meeting. Quizzes and examinations will be based on reading assignments, class lectures and discussions. **cell phones maybe kept on vibrate for emergencies only, texting and talking on the phone during class is not permitted, and will affect your grade!**

Week 1

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
History and function of a menu	read	The menu from the guest?s perspective Types of menu organization	TBA

Week 2

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Organizing a menu by categories	read	<ul style="list-style-type: none"> . Layout structures for menus Sequencing on a menu Usage of daily specials on a menu 	TBA

Week 3

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Selecting menu items Theme of a restaurant and association with amenu	read	Theme of a restaurant and association with amenu Kitchen organization and equipment Volume of service Profitability	TBA

Week 4

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
. Writingcaptions for menu offerings	read	Developing menu copy Selection of paper for menu covers and pages Immediate obselence and maximum permanencemenus Selecting of colors for ink and paper Selection of print types	TBA

Week 5

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
. Continuationof Week 4	read	Selection and usage of pictures Selection of a cover design for the menu	TBA

Week 6

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Examinationnumber one			09/27/10

Week 7

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Menupricing strategies		Determining food cost Determining labor cost The cost of equipment The cost of facilities The cost of utilities Operating expenses Profitability	TBA

Week 8

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
The six pricing strategies	read	Some one else?s gamble The factor system	TBA

Week 9

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Theprime cost system	read	The actual cost method	TBA

Week 10

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
The gross profit method	read	. The base price method	TBA

Week 11

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
The pitfalls to avoid in menu pricing	read	Menucontrols to determine what does and does not sell	TBA

Week 12

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Menu sales history form	read	Analysis of sales to costs to produce the menu items	TBA

Week 13

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Examination number two			11/08/10

Week 14

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
The sale of liquor and wines on a menu	read	. Legal factors Merchandising of alcohol	TBA

Week 15

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Relationship of the menu to a food service's layout and design	read	Staffing based on the menu	TBA

Week 16

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Project due in myoffice	Final Examination (TBA)		Monday,December 1, 2010 at 1:00 p.m.

Grading Policy

Each week, I will provide grades or scores and comments on assignments within 6 days of when they were submitted. After I send feedback each week, I will post a notification in the **Main** forum.

Late assignments receive a 10% deduction for each day they are late if assignments are not posted by 11:59 p.m. central on the day they are due. Assignments more than 5 days late will not be accepted. Technological issues will not be considered as valid grounds for late assignment submission. In the event of a server outage, students should submit assignments to the instructor.

Percentage %	Grade
1. Laboratory activities 30% 2. Comprehensive examination 30% 3. Attendance & work ethics 30% 4. Quizzes 10%	100-90= A 95 -80= A- 85 -70= B 75- 60=C 65 -50= D 55- lower= F

Special Needs

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Learning Resource Center (Library)

The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the "[Ask a Librarian](#)" service provide additional help.

Student E-mail

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

Student Portal

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Important School Policies

For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or student's and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).