

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Culinary Arts and Related Sciences</u>
COURSE RUBRIC AND NUMBER	<u>RSTO 1221</u>
COURSE TITLE	<u>Menu Management</u>
COURSE CREDIT HOURS	<u>2 2 :</u> <u>1</u>
	Credits Lec Lab

I. Catalog Description

Studies the food service principles involved in menu planning, layout, and evaluation for a variety of types of facilities and service methods. Emphasizes analysis of menu profitability, modification, commodity use, and other activities generated by the menu. **(2:1). Lab fee.**

II. Course Objectives

A. Unit I. Food Service and the Menu

- 1) Discuss the major contributions of people to the food service industry.
- 2) Discuss the major events that shaped the food service industry.
- 3) Discuss the economic and social trends that impact the future of the food service industry.
- 4) Outline the various menus used in the food service industry.
- 5) Oversee menu operations and executions.

B. Unit II. The Restaurant and Menu

- 1) Identify product availability.
- 2) Describe product cross utilization.
- 3) Outline equipment needs.
- 4) Outline product flow and traffic flow.
- 5) Discuss theme and décor.

C. Unit III. Menu Profitability, Cost, and Pricing

- 1) Utilize standardized recipes.
- 2) Utilize cost cards.
- 3) Define AP and EP and explain their importance to menu costing.
- 4) Describe the markup methods for menu pricing.
- 5) Explain the Price-Value Relationship.

D. Unit IV. Menu Analysis

- 1) Identify the four key menu categories.
- 2) Define product mix.
- 3) Identify computer tracking applications.
- 4) Employ menu engineering.

E. Unit V. Menu: Nutrition and Content

- 1) Identify the “big eight” food allergies.
- 2) Identify and incorporate the six basic nutrients.
- 3) Comply with USDA nutrition standards.

- 4) Identify menu categories.
- F. Unit VI. Menu: Writing
- 1) Identify descriptive terminology and negative terminology.
 - 2) Explain the need for accuracy in writing menus.
 - 3) Comply with nutritional labeling laws.
 - 4) Define natural and organic food labeling terms.
- G. Unit VII. Menu Printing and Layout
- 1) Identify cover options for menus.
 - 2) Describe the importance of menu layout.
 - 3) Analyze the aesthetics of menus.
 - 4) Identify the basic requirements for planning a liquor menu.
- H. Unit VIII. Types of Menus
- 1) Identify and describe Quick-Service Menus.
 - 2) Identify and describe Family-Style Restaurant Menus.
 - 3) Identify and describe Theme, Ethnic, and Fine-Dining Menus.
 - 4) Identify and describe Banquet Menus.
 - 5) Identify and describe Buffet Menus.
 - 6) Identify and describe Cafeteria and Cycle Menus.
- I. Unit IX. The Menu as a Marketing and Management Tool
- 1) Explain marketing verses sales.
 - 2) Identify the 4 P's of marketing.
 - 3) Explain the menu as a management tool.
 - 4) Describe how the menu connects with each department.
 - 5) Outline how profitability is related to the menu.

III. THECB Learning Outcomes (WECM)

1. Explain and apply the basic principles of menu planning, layout, and design.
2. Create menu items and descriptions according to culinary, nutritive, and truth-in-menu standards for `a la carte, cycle, ethnic, banquet, and buffet operations.
3. Analyze product mix, pricing methods, and menu costs and their impact on profit contribution.

IV. Evaluation

A. Pre-assessment

Instructors should check each student's prerequisites the first week of class; those who do not qualify should be sent back to Admissions. Students should pass any applicable safety tests during the first week. The instructor should counsel students regarding specific safety issues.

B. Challenge Exam

Students who wish to challenge the course should contact the Testing Center and the Instructional Dean. Challenges must be accomplished before the census cut-off date. Students who have previously received a W or a letter grade for the course are not eligible to challenge this course.

C. Post-Assessment

- 1) The instructor will maintain a continuous record of each student's progress on an institutionally approved grade sheet or computerized substitute. All instructors must keep records in such a way that information would be clear to a second party having to check grade computation in special cases. An explanatory legend should be provided on the grade sheet.

- 2) The evaluation of the student's work should be based on the student's mastery of the assigned objectives. In addition to Menu Management work, the instructor may require quizzes and exercises on cooking methods, terminology, and use of tools. The instructor may also require researching of recipes.

It is essential that student do assignments throughout the semester. These units are to be seen as overlapping and intertwined with one another.

Any projects will be devised at the instructor's discretion. In addition to Menu Management work, they may include but are not limited to the following: entrée preparation, starch and vegetable preparation, and dessert plate-ups. Instructors are strongly encouraged to require that recipe research be typed or composed on a word processor or computer.

D. Final Examination

A final examination is required in all Culinary and Restaurant Management Classes. The exam should consist of (or at least include) a written test and/or a hands-on preparation given in class/lab during the scheduled final examination period.

If the instructor determines the final Menu Management work and/or written exam do not reflect a satisfactory mastery of the course objectives, the exam may be used as a justification for failing the student for the course. In such cases, it is advisable to have one other instructor confirm the evaluation of the work.

If the instructor judges that the final Menu Management work and/or written exam meet the course objectives satisfactorily, the work will be graded and may be averaged in with the other course work to determine the course grade.

E. Grading Percentages

Grade percentages for determining the course grade may be devised by the individual instructor, but the in-class projects will account for at least 70% of the student's grade. At the instructor's discretion, the grade for the final exam may be averaged as part of the 70%.

F. Remediation

At the instructor's discretion, students may be allowed to retest for higher grades. Students seeking additional help may obtain tutoring assistance from the Chef Instructor as time permits.

G. Grading Scale:

A = 90 – 100	I = Incomplete
B = 80 – 89	W = Withdrew/Withdrawn
C = 70 – 79	
D = 60 – 69	
F = below 60	

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult

with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.