Department of Human Environmental Studies  Course No.  FN 420

Title of Course:  Management By Menu  Revision:  ______

_________________________  New:  Spring 2002

I. Catalogue Description and Credit Hours of the Course:

To plan successful ethnic menus that incorporate costing, evaluation, analysis, food management software, and production efficiency in the planning process. (3) (2 hrs. lecture; 4 hrs. lab)

II. Prerequisite(s):

FN205, FN406, FN416 or Consent of Instructor

III. Purposes or Objectives of the Course:

A. To produce planned menus within various budget constraints.

B. To explore a variety of cultures through menu.

C. To evaluate costs, quality, and customer acceptability.

D. To increase individual culinary skills and apply sanitary practices through laboratory experiences.

IV. Expectations of Students:

A. To participate in all laboratory and field experiences and complete all reports in a timely manner.

B. To conduct themselves as professionals and representatives of the university on all field trips and during practicum experiences.

C. To complete all assignments and meal plans on time.

D. To successfully complete examinations.
V. Course Content or Outline:

Unit I. Ethnic Cuisines  
1. Cultural influences on eating patterns  
2. Nutritional adequacy of various cuisines  
3. Religious issues and cuisine  

2 hrs.

Unit II. Menu and Food Service Systems  
1. Menu as a primary control of costs, procurement, labor requirements, and all facets of the industry  
2. Menu effects on foodservice systems requirements for equipment, facilities, and service  
3. Menu as a marketing and management tool  

6 hrs.

Unit III. Ethnic Recipes and the Standardization Process  
1 hr.

Unit IV. Meal Management Tools  
1. Menu effects on employee scheduling and cost control  
2. Menu effects on production time, labor costs and the production sheet.  
3. Menu effects on the procurement system and cost control  

2 hrs.

Unit V. Menu Formats and Production  
1. Menu Types: Static, Single Use, and Others  
2. The printed menu as a marketing tool  
3. Costing and printing the menu  

2 hrs.

Unit VI. Menu Analysis Methods  
1. Identifying the profitable item  
2. Using the “special” for cost control  
3. Computerized analysis of menu profitability  

2 hrs.

Unit VII. Feasibility Studies and the Ethnic Restaurant  
1. Assessing the location  
2. Assessing the competition  
3. Assessing the acceptability of the cuisine  

2 hrs.

Unit VIII. Menu Costing  
1. Computerized Systems  
2. Value Analysis and menu items  

2 hrs.

Unit IX. Liquor Menu and Pricing  
1. Stocking the bar  
2. Cultural beverages  
3. Inventory, costing, and service requirements  

2 hrs.

Unit X. Sanitation and Menu Planning  
1. H.A.C.C.P. in the recipe  
2. H.A.C.C.P. in the production and service components  
3. Incorporating time and temperature standards across all other systems.  

2 hrs.

Unit XI. Quality Standards and Legal Requirements  
1. Instituting quality assurance  
2. Developing quality monitoring tools  

2 hrs.
3. Truth in Menu and Other Menu Legalities

Unit XII. Table Service
1. Continental Service
2. American Service
3. Cultural Varieties in Service

Unit XIII. Costing, Selecting, and Maintaining Service Pieces

Total Hours 30

*The remaining 60 hours are allocated to lab experiences.

VI. Textbook(s) and/or Other Required Materials or Equipment:


Laboratory coats and closed toed, non-skid shoes

VII. BASIS FOR STUDENT EVALUATION:

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Meal Plans</td>
<td>30%</td>
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<tr>
<td>Labs</td>
<td>30%</td>
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<tr>
<td>Examinations</td>
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<tr>
<td>Assignments</td>
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