CUL 211 - MENU PLANNING AND PURCHASING

Course Description

This course provides the student with the understanding of the menu as the center of the food outlet, around which is built the facility. Menu theme is the driver for food, non-food, and equipment purchases, staffing, location and floor plan. An understanding of this complex item is vital to anyone involved in food service. This course is designed to familiarize the student with all aspects of planning a modern menu - from market research to the physical layout of the document. Various types of menus are covered including A'La Carte, Table d'Hote, Institutional, and Special Occasion. Emphasis will be placed on the incorporation of to-go options, plant forward cuisine offerings, and environmental sustainability and stewardship. Menus will be analyzed for effectiveness and pricing strategies with a focus on sustainable purchasing practices and zero/reduced waste initiatives. Group 2 course.

Credit Hours

3

Contact Hours

3

Lecture Hours

3

Required Prerequisites

Departmental signature required.

General Education Outcomes supported by this course

Communications - Direct, Quantitative Reasoning

Course Learning Outcomes

Knowledge:
- Explain key concepts, terms, and relationships appropriate to professional cooking.
- Define how demographics affects customer wants.
- Explain basic purchasing concepts as they relate to inventory control.

Application:
- Create a menu that reflects profitability.
- Apply fundamental inventory management tools within a food service establishment.

Integration:
- Relate this subject matter profitable business management.

Human Dimension:
- Reflect on the interaction with others to form consensus on long term planning and goals.

Caring - Civic Learning:
- Relate ethical issues to purchases made and inventory issued within a food service establishment.

Learning How to Learn:
- Revise a menu to reflect profitability.