

Washtenaw Community College Comprehensive Report

CUL 208 Menu Planning Effective Term: Fall 2018

Course Cover

Division: Business and Computer Technologies

Department: Culinary and Hospitality Management

Discipline: Culinary Arts

Course Number: 208

Org Number: 13500

Full Course Title: Menu Planning

Transcript Title: Menu Planning

Is Consultation with other department(s) required: No

Publish in the Following:

Reason for Submission: New Course

Change Information:

Rationale: Implementing new course designed to serve career focused student knowledge on a communication vehicle that describe, encourage sales, control mechanism that keep a business efficient, functional and profitable.

Proposed Start Semester: Fall 2018

Course Description: In this course, students will learn the importance of a carefully planned menu in various food operations. A menu is the controlling factor in both commercial and non-commercial operations. Using a menu as a management tool in every area of operation--from identifying the market, planning the facility, purchasing food items, promoting items to customers, and providing excellent service--can help ensure the success of the business. Students will plan, analyze, design and write a variety of menus.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

CUL 104 minimum grade "C"

and

Prerequisite

CUL 116 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University

Ferris State University

Other : Cleary University

Student Learning Outcomes

1. Describe how a menu supports the operation's brand.

Assessment 1

Assessment Tool: Student presentation

Assessment Date: Fall 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Department faculty

2. Define target markets using demographic studies.

Assessment 1

Assessment Tool: Student project

Assessment Date: Fall 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Instructor and or department faculty

3. Create a menu applying the factors that impact and define it.

Assessment 1

Assessment Tool: Menu

Assessment Date: Fall 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Department faculty

Course Objectives

1. Identify appropriate menu terminology.
2. Apply knowledge on menu styles and headings.
3. Research demographics for local and regional restaurant locations.
4. Create menus incorporating appropriate design and layout.
5. Demonstrate mathematical skills when developing a menu.

6. Recognize menu tactics used for continued menu development and design.
7. Recognize current trends of the food service market and consumer dining habits.
8. Prepare a menu that includes healthy options.

New Resources for Course

Course Textbooks/Resources

Textbooks

Daniel Traster. *Foundations of Menu Planning*, 2nd ed. Pearson, 2018, ISBN: 0-13-448447-9.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Terri Herrera</i>	<i>Faculty Preparer</i>	<i>Jan 03, 2018</i>
Department Chair/Area Director: <i>Derek Anders Jr</i>	<i>Recommend Approval</i>	<i>Jan 08, 2018</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jan 16, 2018</i>
Curriculum Committee Chair: <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Feb 05, 2018</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Jan 26, 2018</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Feb 06, 2018</i>