INSTRUCTIONAL PACKAGE

CUL 235
Menu Planning

Effective Term
2021-2022

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Part I: Course Information

Effective Term: <u>2021-2022</u>

COURSE PREFIX: CUL 235　　　　　　COURSE TITLE: Menu Planning

CONTACT HOURS: 3　　　　　　　　CREDIT HOURS: 3

RATIONALE FOR THE COURSE:

This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations.

COURSE DESCRIPTION:

This course is a study of the principles of menu planning and design with application of basic nutrition, organization plans, and recordkeeping techniques.
Topics covered include menu development, menu layout, pricing, evaluation, basic design and layout. Students are shown the critical role menus play in food service operations as a planning tool, source of operational information, and a merchandising method for reaching patrons

PREREQUISITES/CO-REQUISITES:

CUL 112 Classical Foundations of Cooking
Minimum Grade of C

REQUIRED MATERIALS:

1. **Textbook**: Traster, Daniel. – Foundations of Menu Planning 2nd Edition. Pearson: 2018. ISBN: 9780134484471

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.
[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS:

Appropriate chef's uniform is required for lecture. Pen, Notebook, Calculator

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
MyHGTC and college email access.

STUDENT IDENTIFICATION VERIFICATION:

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

To maximize success in this class it is important that the student complete all reading assignments and exercises before coming to class. Reading and preparation work is applied and expanded upon in class sessions. In addition:

1. Students are not permitted to eat in class. Drinks without lids are not permitted.

Textbook and materials for note taking are required in every class

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

- List and discuss how a menu functions as a planning tool, control tool and a marketing tool
- List and discuss how labor considerations, guest expectations and the appearance and variety of food influence menu planning
- Identify and demonstrate menu planning principles, pricing styles, and design considerations
- List and summarize factors affecting facility design, space allocation, and equipment selection
- List the advantages of standard recipes and demonstrate how to determine standard food and beverage costs

Objectives:

- Analyze how food service may be perceived as a high-risk business
- Describe the stages of menu development
- Use menu engineering to perform menu analysis
- Demonstrate construction of standard recipes
- Compare different menu styles
- Develop and use a concept statement to plan a menu
- Describe the "10 New Segments" of the Commercial Food Service business
- Define the meaning of demographics and psychographics and describe their importance in developing a menu
- Write effective menu descriptions
- Explain the importance of menu presentation and format and to demonstrate these skills in a project
- Describe how computers are used to develop menu format and presentation

- Determine the overall floor space needed in a given food service operation
- Determine the functional floor space needed in a given food service operation
- Determine the kitchen equipment required to produce the items specified in a given menu

*Students – please refer to the Instructor's Course Information sheet for specific information on assessments and due dates.

EFFECTIVE PROFESSIONAL AND INTERPERSONAL COMMUNICATION (EPIC):

This course fulfills HGTC's Quality Enhancement Plan for Effective Professional and Interpersonal Communication. Upon completion of this course, students will be able to:

(Check all that apply.)

☒ Utilize appropriate communication formats when conveying professional and interpersonal thoughts and ideas.

☒ Apply appropriate language when speaking and writing for their chosen field of study or Industry.

☐ Demonstrate appropriate communication techniques when engaging audiences.

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*:

Students' performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION*

Quizzes	14%
Project	44%
Homework	3%
Attendance and Class Participation	17%
Mid-Term Exam	11%
Final Exam	11%
	100%

*Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.

GRADING SYSTEM:

State the College's or departmental grading system as delineated in the Catalog. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean's approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing

from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the [academic calendar](#) for deadlines for add/drop. You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, and if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources

THE STUDENT SUCCESS AND TUTORING CENTER (SSTC):

The SSTC offers to all students the following **free** resources:
1. **Academic tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring, contact the SSTC at sstc@hgtc.edu or self-schedule in the Penji iOS/Android app or at [www.penjiapp.com](#). Email [sstc@hgtc.edu](#) or call SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455, or go to the [Online Resource Center](#) to access on-demand resources.

STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following <u>free</u> resources:

1. **Getting around HGTC**: General information and guidance for enrollment, financial aid, registration, and payment plan support!
2. Use the [Online Resource Center (ORC)](#) including Office 365 support, password resets, and username information.
3. **In-person workshops, online tutorials and more services** are available in Desire2Learn, Student Portal, Degree Works, and Office 365.
4. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324), Option #2.

DISABILITY SERVICES:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to HGTC's [Accessibility and Disability Service webpage](#). The Accessibility and Disability staff will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

STATEMENT OF EQUAL OPPORTUNITY/NON-DISCRIMINATION STATEMENT:

Horry-Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

TITLE IX REQUIREMENTS:

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college's Chief Student Services Officer, campus law enforcement, or with the college's Title IX Coordinator, or designee.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

INQUIRIES REGARDING THE NON-DISCRIMINATION/TITLE IX POLICIES:

Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs.

> **Dr. Melissa Batten, VP Student Affairs**
> *Title IX Coordinator*
> Building 1100, Room 107A, Conway Campus
> PO Box 261966, Conway, SC 29528-6066
> 843-349-5228
> Melissa.Batten@hgtc.edu

Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.

> **Jacquelyne Snyder, VP Human Resources**
> *EEO and Title IX Coordinator*
> Building 200, Room 212A, Conway Campus
> PO Box 261966, Conway, SC 29528-6066
> 843-349-5212
> Jacquelyne.Snyder@hgtc.edu