



**Course Syllabus**  
**SEMESTER**  
**School of Business Hospitality Management and Public Safety**

---

|                                        |                         |
|----------------------------------------|-------------------------|
| <b>Course Name:</b>                    | <b>Menu Development</b> |
| <b>Course &amp; Section Number:</b>    | <b>FNH 160-XXX</b>      |
| <b>Meeting Day(s) &amp; Time(s):</b>   |                         |
| <b>Credits:</b>                        | <b>2</b>                |
| <b>Contact Hours:</b>                  | <b>2 Lecture</b>        |
| <b>Location:</b>                       |                         |
| <b>Instructor's Name:</b>              |                         |
| <b>Office Hours &amp; Location:</b>    |                         |
| <b>OCC Phone:</b>                      |                         |
| <b>OCC Email: *</b>                    |                         |
| <b>Additional Contact Information:</b> |                         |

**Catalog description:**

Presents principles of menu planning for a variety of foodservice operations. Topics include considerations and limits on menu planning, cost factors, pricing, menu mechanics, design and analysis. Presents the costing of food items in order to develop sound menu pricings in meeting with budgets and expenses. Focus on menu planning and nutrition for the non-commercial food service segment, menu development for food and wine pairing, menu descriptions and marketing strategies for commercial segment.

**Prerequisite/Corequisites:**

FNH 114 and FNH 121 with a "C" or better

**Course Materials:**

Lynch. The Book of Yields, 8<sup>th</sup> Edition, John Wiley & Sons. ISBN: 9780470197493

Traster. Foundations of Menu Planning, 2018, 2<sup>nd</sup> Edition, Pearson Education, Inc.

ISBN: 9780134484471

# What You Will Learn in the Course

## Course Objectives:

| <b>Outcome<br/>This course will:</b>                                                         | <b>Where Assessed</b>                          |
|----------------------------------------------------------------------------------------------|------------------------------------------------|
| Illustrate menu planning principles, techniques, and layout.                                 | Exams, Menu Design Project                     |
| Teach processes used to develop menus through costing, yield analysis and pricing techniques | Worksheets, Menu Engineering exercise          |
| Teach processes used to develop menus through costing, yield analysis and pricing techniques | Menu Design Project, Terrace View Project      |
| Demonstrate use and development of standardized recipes.                                     | Terrace View Menu, Test 3 & 4                  |
| Establish a basic foundation of recipe costing as it relates to menu pricing                 | Worksheets, Menu Design Project                |
| Examine techniques to develop and market a variety of styles of menus                        | Menu Design Project, Menu Engineering activity |

## Student Learning Outcomes:

| <b>Outcome</b>                                                                                                                                                                                                                                               | <b>Where Assessed</b>                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 1. Perform math functions in order to calculate and forecast requirements, food/beverage/labor costs and percentages, and determining selling prices based on related calculations. (ACF Business and Math Skills – Competency 1, 2, 3, 4, 5, 7, 8)          | Worksheets, Terrace View Project                                                         |
| 2. Calculate yield conversions and define the process to conduct yield tests, calculate the cost associated, and cost comparisons in a make or buy analysis. (ACF Purchasing and Receiving – Competency 11, 13, ACF Business and Math Skills – Competency 6) | Worksheets, all tests, NonCommercial Project, Terrace View Project, Menu Design Project. |
| 3. Competency will create menus that are nutritious and still can be profitable to the foodservice operation. (ACF Nutrition – Competency 14, 15, ACF Menu Planning – Competency 4)                                                                          | NonCommercial Project.                                                                   |
| 4. Write and Develop a variety of completed menus that apply basic planning principles, menu layout and design apply the knowledge of planning menus to writing menus. (ACF Menu Planning– Competency 1, 2, 3, 5, 6, 8, 10)                                  | NonCommercial. Terrace View, & Menu Design                                               |
| 5. Identify marketing techniques to increase sales and profitability while analyzing fluctuations and product cost. (ACF Business and Math Skills – Competency 12, ACF Nutrition – Competency 4)                                                             | NonCommercial. Terrace View, & Menu Design                                               |
| 6. Discuss importance of product mix, check average and their impact on profit contribution. (ACF Menu                                                                                                                                                       | NonCommercial. Terrace View, & Menu Design, Discussion                                   |

| Outcome                                                                                                                                                          | Where Assessed                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Planning – Competency 7)                                                                                                                                         |                                                        |
| 7. Discuss availability of food and seasonal menus, and additional resources (ACF Menu Planning – Competency 9, 10)                                              | Discussion                                             |
| 8. Demonstrate the importance of the components of a standardized recipe through creation of a standardized recipes (ACF Food Preparations – Competency 2, 4, 5) | NonCommercial. Terrace View, & Menu Design, Discussion |

### Program Outcomes:

The following program outcomes are assessed in this course

| Outcome                                                                                      | Where Assessed |
|----------------------------------------------------------------------------------------------|----------------|
| 1. Demonstrate the food production skills essential for success in the professional kitchen. | N/A            |
| 2. Apply basic principles of food sanitation and safety in the food service operation.       | N/A            |
| 3. Evaluate menus based on recognized industry standards.                                    | Final Project  |
| 4. Develop the management skills to prepare for the transition from employee to supervisor.  | Reinforced     |

### Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

| Competency                                             | Where Assessed       |
|--------------------------------------------------------|----------------------|
| Communicate effectively.                               | Classroom discussion |
| Act with professional responsibility.                  | Reinforced           |
| Demonstrate sensitivity to others' beliefs and values. | Classroom discussion |
| Think analytically, critically, and creatively.        | Final Project        |

## Academic Support

**Disability Services Resource Center:** If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email [disability@owens.edu](mailto:disability@owens.edu), visit <https://www.owens.edu/disability/>, or stop by College Hall 116.

**Tutoring Services:** Owens Community College offers academic tutoring and assistance in a variety of subjects including: accounting, computing, economics, mathematics, science, and

writing. For more information go to: <https://www.owens.edu/successcenters/>.

**Counseling Services:** Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at [counselingservices@owens.edu](mailto:counselingservices@owens.edu). More information is at <https://www.owens.edu/counseling/>.

**Campus and Community Connections:** The Center for Campus and Community Connections (College Hall 151) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact [connections@owens.edu](mailto:connections@owens.edu)

**Owens Library:** The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

**\*\*Students can find more information on campus resources and student support at this [link](#)\*\*\***

## General Information

**Student Code of Conduct:** All students are expected to follow Owens Community College's [Student Code of Conduct](#), which includes academic honesty, encompassing plagiarism. See the [Board Policy](#) for more information.

**Anti-Discrimination and Harassment & Title IX/Sexual Misconduct:** All students, faculty, and staff are expected to follow Owens Community College's [Anti-Discrimination and Harassment Policy](#) and the College's [Title IX Policy](#)/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

**Religious Accommodations:** A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy\*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing your Faith Act may contact the College's Office of Academic Affairs: [provost@owens.edu](mailto:provost@owens.edu). The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

**Document Collection:** Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

**Classroom Admittance:** OCC classes shall only be attended by the officially registered OCC students or perspective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA | Protecting Student Privacy](#) regulations for more information.

**Use of AI Tools:** This course permits you to use artificial intelligence (AI) tools, such as chatbots, text generators, paraphraser, summarizers, or solvers, to get guidance on assignments, as long as you do so in an ethical and responsible manner. Essentially, you can think of these

tools as ways to help you learn but not to entirely create work for assignments like discussion board posts, essays, presentation slides, and so on. AI is more like your tutor or TA, not a replacement for your independent thinking.

This means that you must:

- Not use AI tools to replace your own thinking or analysis or to avoid engaging with the course content.
- Cite or explain any AI tools you use. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.

APA Example:

OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>

- Be transparent and honest about how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.

You are accountable for any mistakes or errors made by the AI tool. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible. Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or transparency, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor **before** submitting your work.

NOTE: Some instructors will also list specific acceptable and unacceptable uses or include a statement like “All written assignments, projects, and exams must be completed independently.”

## Student Responsibilities & Instructor Expectations

### Assignment Policy:

- Assignments are due by the date posted elsewhere in this syllabus. No late assignments will be accepted. Failure to submit an assignment will result in a grade of “F/0” for that assignment.
- You may email me a rough draft of any written assignment for this class for my feedback up to one week before the due date listed in the Course Calendar.
- All course assignments must be submitted through Blackboard. Do not submit assignments by email.
- All assignments must be completed in Microsoft Word document file types (.rtf, .doc, or .docx) or as a PDF. Submitted assignments completed in any other formats (e.g. pages, gdoc, etc.) will receive a grade of “F/0” for that assignment.
  - Microsoft Word is available in all Owens Community College computer labs and as a download for your computer. To access your downloadable copy of Microsoft Office, or use the online Office suite, [visit the Office 365 homepage](#) and sign in with your Owens email and Ozone password.

### Classroom Policy

- Classroom admittance: OCC classes (e.g., traditional, land-based, laboratory, hybrid,

asynchronous online, synchronous online, etc.) shall only be attended by the officially registered OCC students, instructor of record, guest lecturer, or substitute. Visitors are not permitted in the classroom and should not be invited to attend or participate in the class. See FERPA for specifics.

- Correspondence: **Email must come from an Owens email address only.** Due to FERPA regulations, I will not respond to email from non-Owens addresses.
- Late arrivals are disruptive to both students and teachers. Plan travel time accordingly.
- Cell phones must have the ring mode turned off and cannot be used in class. This includes texting.
- It is the responsibility of the student to formally drop the class if they will no longer be attending. Information concerning “Withdraw Dates”, “Registration Dates”, “Graduation Dates” and other important dates can be found at [www.owens.edu/records/](http://www.owens.edu/records/).

#### **Test Make Up Policy:**

- In Class Test- If a student is ill or unable to take any test during the scheduled (in-class) testing period, he/she may take a makeup test. Only one time during the course will a student be able to make up a test. Subsequent missed test(s) will result in a grade of Zero (0/F). Make up testing is conducted in the testing center (College Hall, Room 128). Make up test must be completed within seven (7) days of the missed test.
- Online Test- Students will have access to any online test/quizzes for a minimum of three days, so no makeup opportunities are granted for online assessments. It is the responsibility of the student to ensure that they schedule an appointment for makeup tests with the instructor.
- Worksheets: 8 worksheets are assigned, the first 6 will come directly from The Book of Yields, the last 2 will address Menu Engineering. Each are worth 25 points, each are to be turned in at the BEGINNING of the class. Student is expected to turn each worksheet in via Blackboard by TIME on the due date. Late worksheets will not be accepted.

#### **Attendance:**

- Attendance and timeliness are expected for each class.
- Students are to communicate anticipated absences in advance in keeping with professional behavior by calling or emailing the lecture and/or lab instructor(s).
- Absence is defined as not attending any of the scheduled class time for the day or leaving early from lecture. Tardiness is defined as arriving more than 10 minutes late for scheduled time. Arriving late or leaving early from lecture will be considered an absence per incident.
- When a student is tardy on a quiz or exam day, there will be no additional time to complete the test.
- Students are responsible for missed course content. Please refer to the assignment policy within the syllabus.
- For inclement weather, refer to the Owens Community College catalog

# NON Commercial Menu:

# 1<sup>st</sup> Submission:

Name: \_\_\_\_\_

## ***Entrees:***

|                                            | Possible  | Received |
|--------------------------------------------|-----------|----------|
| Variety of protein between meals           | 10        | _____    |
| Variety of protein between days            | 10        | _____    |
| Flavor profiles appear appetizing          | 10        | _____    |
| Variety of form of entrees from day to day | 10        | _____    |
| Completed on computer, no spelling errors  | 10        | _____    |
| <b>Total</b>                               | <b>50</b> | _____    |

Additional Comments:

|        | Mon. | Tues | Wed | Thurs | Fri | Sat | Sun |
|--------|------|------|-----|-------|-----|-----|-----|
| Break  |      |      |     |       |     |     |     |
| Lunch  |      |      |     |       |     |     |     |
| Dinner |      |      |     |       |     |     |     |

# 2<sup>nd</sup> Submission:

## ***Accompaniments: soup, starch, veg, salad***

|                                                   | Possible | Received |
|---------------------------------------------------|----------|----------|
| Compatibility to entrees                          | 15       | _____    |
| Color/contrast expectations                       | 15       | _____    |
| Flavor profiles appear appetizing                 | 15       | _____    |
| Variety of form of accompaniments from day to day | 15       | _____    |
| Completed on computer, no spelling errors         | 10       | _____    |

## ***All additional menu items: toast, bread, dessert, cereal, fruit***

|                                                     | Possible   | Received |
|-----------------------------------------------------|------------|----------|
| Compatibility to meal                               | 10         | _____    |
| Color/contrast expectations                         | 5          | _____    |
| Flavor profiles appear appetizing                   | 5          | _____    |
| Variety of form of additional items from day to day | 10         | _____    |
| <b>Total</b>                                        | <b>100</b> | _____    |

Additional Comments:

|        | Mon. | Tues | Wed | Thurs | Fri | Sat | Sun |
|--------|------|------|-----|-------|-----|-----|-----|
| Break  |      |      |     |       |     |     |     |
| Lunch  |      |      |     |       |     |     |     |
| Dinner |      |      |     |       |     |     |     |

**Total** **150** \_\_\_\_\_

# The Terrace View Menu Project:

## Go to Blackboard for correct form and samples

### **Objective:**

- To Plan a 3 course themed menu
- Locate the recipes
- Standardize or scale the recipes to specified number of guests
- Pre-cost the recipes to determine food cost percentage
- Complete nutritional analysis of each menu item
- Meet the budget guidelines based on The Terrace View Café.

**The Menu:** The menu is to consist of 3 courses that are cohesive or themed. The theme is International.

- 3 courses: starter, entrée, and dessert
- Cohesive: items will complement each other
- International theme: chosen theme from International Cuisine text.
- Menu will be executable in Culinary Lab
- Descriptions written for each menu item reflect truth in menu and creativity

**The Recipes:** Each menu item will have a recipe. The recipes will be typed into excel

- Every item on the menu must have a recipe, including chained recipes, starch and vegetable, sauce, etc.
- Should be between 5 and 9 recipes
- Each recipe is standardized or scaled to serve fifty people

**The Precosting:** Each recipe is to be costed on the recipe forms from BlackBoard assignments.

- To cost a recipe, utilize The Book of Yields or real life prices
- The total cost of the recipe and portion cost are calculated for each menu item
- The total menu cost is calculated and calculated for 1 portion.

**The Analysis:** Each recipe is to be analyzed to determine the nutrition composition.

- To analyze, utilize sparkpeople.com, livestrong.com, Nutrient Analysis from FNH 121, or ChooseMyPlate.gov or verywellfit.com Be sure to **cite what was used**
- The total analysis of the recipe per portion should be listed below each menu item
- Must meet RDA for 1 meal (or be very close), 33% of Recommended Daily Allowances, Based on a 2,000 calorie/day diet.

**The Budget:** The Terrace View Café is operated on a 50% food cost. Lunch costs the guest \$11.00, therefore the raw food cost should be approximately \$5.50 per guest. Include these calculations with the assignment.

| Evaluation of Terrace View Menu |                                |                 |                         |               |  |
|---------------------------------|--------------------------------|-----------------|-------------------------|---------------|--|
| The Menu                        |                                | Possible Points |                         | Earned Points |  |
|                                 | 3 courses planned              | 5               |                         |               |  |
|                                 | Color, Texture, Shape          | 5               |                         |               |  |
|                                 | Food Prep Methods              | 5               |                         |               |  |
|                                 | Cohesive/themed                | 20              |                         |               |  |
|                                 | Descriptors accurate, creative | 10              |                         |               |  |
|                                 | Spelling                       | 10              |                         |               |  |
|                                 | Meets equipment available      | 5               |                         |               |  |
| The Recipes                     |                                |                 |                         |               |  |
|                                 | Recipe for each menu item      | 10              |                         |               |  |
|                                 | Recipe formatted correctly     | 10              |                         |               |  |
|                                 | Recipe scaled correctly        | 10              |                         |               |  |
|                                 | Spelling correct               | 10              |                         |               |  |
| The Pre-costing                 |                                |                 |                         |               |  |
|                                 | Pre-costing for each recipe    | 10              |                         |               |  |
|                                 | Pre-costing is correct         | 30              |                         |               |  |
| The Nutrient Analysis           |                                |                 |                         |               |  |
|                                 | Software program used          | 10              |                         |               |  |
|                                 | Meets guidelines               | 20              |                         |               |  |
| Nutrient                        | Unit of Measure                | Daily Values    | Your values/percentages |               |  |
| Total Calories                  | cal                            | 2,000           |                         |               |  |
| Total Fat                       | (g)                            | 65              |                         |               |  |
| Saturated fat                   | (g)                            | 20              |                         |               |  |
| Cholesterol                     | (mg)                           | 300             |                         |               |  |
| Sodium                          | (mg)                           | 2400            |                         |               |  |
| Total carbohydrate              | (g)                            | 300             |                         |               |  |
| Fiber                           | (g)                            | 25              |                         |               |  |
| Protein                         | (g)                            | 50              |                         |               |  |
| The Budget                      |                                |                 |                         |               |  |
|                                 | Menu meets requirements        | 30              |                         |               |  |

# Menu Design Project

## Criteria:

- Write your own menu utilizing in class information.
- Must include any written work, i.e. costing, demographics, research, etc.

| Section 1                                                                                                                                                                                                                                                                                        | Criteria                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Name of Restaurant                                                                                                                                                                                                                                                                               | Creativity!                                                                                                                                 |
| Style of Restaurant                                                                                                                                                                                                                                                                              | Upscale, casual, value priced: must include projected guest check average                                                                   |
| Location of Restaurant                                                                                                                                                                                                                                                                           | Why, this will require research                                                                                                             |
| Categories for menu                                                                                                                                                                                                                                                                              | Apps, entrees, etc. be creative, why                                                                                                        |
| Pricing Strategies used                                                                                                                                                                                                                                                                          | Where did your costs come from? State the methods used & demonstrate with examples of at least 3 menu items.                                |
| The above will all be typed, 12 point font, 1 inch margins, full sentences describing in detail what and how you went about determining the above sections of this assignment. Please include: Title page with group names, restaurant name, & reference page. One paper for person is expected. |                                                                                                                                             |
| Section 2                                                                                                                                                                                                                                                                                        | Criteria                                                                                                                                    |
| Signature or features                                                                                                                                                                                                                                                                            | At least 2, Present, creative, and easily discernible                                                                                       |
| Number of Menu items                                                                                                                                                                                                                                                                             | A total of 25 menu items, to include descriptive copy                                                                                       |
| Daily or Weekly Special                                                                                                                                                                                                                                                                          | At least 2, Present, creative, and easily discernible                                                                                       |
| Design                                                                                                                                                                                                                                                                                           | Front cover, back cover, actual layout, make it great!                                                                                      |
| Descriptive Copy                                                                                                                                                                                                                                                                                 | Font, size, misspellings, grammar, repetition                                                                                               |
| Total menus                                                                                                                                                                                                                                                                                      | To hand out to classmates                                                                                                                   |
| Costed Menu items                                                                                                                                                                                                                                                                                | 2 apps, 2 entrees, and 2 desserts are correctly costed and priced as defined by written work                                                |
| Pricing effectiveness                                                                                                                                                                                                                                                                            | Do the prices meet with at least 1 pricing tactic discussed in class, is there a niche or excessive spread, subjective or objective pricing |
| The above will all be evaluated from your actual menu. Remember to take thought, care, and invest creativity in this menu.                                                                                                                                                                       |                                                                                                                                             |
| <b>Total</b>                                                                                                                                                                                                                                                                                     | <b>200 Points</b>                                                                                                                           |

You will need to utilize both texts, online research, local research & area establishments (competition) to complete this project.

# Menu Design Project Rubric

| Section 1                                                                                                                                                                                                                                                                                               | Excellent                                                                                                                                                                                                 | Validated                                                                                                                                                          | Beginning                                                                                                                                 | Did not complete                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Name of Restaurant</b>                                                                                                                                                                                                                                                                               | Creative, draws interest, relates to style, location, or type of restaurant.                                                                                                                              | Name shows some creativity                                                                                                                                         | name has little to no creativity, does not show any relation to style or location                                                         |                                                   |
|                                                                                                                                                                                                                                                                                                         | 10                                                                                                                                                                                                        | 6                                                                                                                                                                  | 4                                                                                                                                         | 0                                                 |
| <b>Style of Restaurant</b>                                                                                                                                                                                                                                                                              | Style, décor, etc. Must include projected guest check average, reasoning & explanation.                                                                                                                   | Type of restaurant or guest check average is not completely evident                                                                                                | One or the other, but not both                                                                                                            | Not evident                                       |
|                                                                                                                                                                                                                                                                                                         | 10                                                                                                                                                                                                        | 6                                                                                                                                                                  | 4                                                                                                                                         | 0                                                 |
| <b>Location of Restaurant</b>                                                                                                                                                                                                                                                                           | Explanation of reason for location, some research is shown                                                                                                                                                | Some explanation of reasoning is demonstrated                                                                                                                      | Very little explanation of location is evident                                                                                            | no explanation                                    |
|                                                                                                                                                                                                                                                                                                         | 10                                                                                                                                                                                                        | 6                                                                                                                                                                  | 2                                                                                                                                         | 0                                                 |
| <b>Categories for menu</b>                                                                                                                                                                                                                                                                              | Demonstration of understanding of categories is clever, creative, & explained                                                                                                                             | Demonstration of understanding of menu categories somewhat creative and some explanation is evident                                                                | Some mention of menu categories in written paper, very little demonstration of menu categories                                            | No explanation                                    |
|                                                                                                                                                                                                                                                                                                         | 5                                                                                                                                                                                                         | 2                                                                                                                                                                  | 1.5                                                                                                                                       | 0                                                 |
| <b>Number of Menu items</b>                                                                                                                                                                                                                                                                             | All 25 items are present                                                                                                                                                                                  | Score dependent on number of menu items                                                                                                                            |                                                                                                                                           |                                                   |
|                                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                        |                                                                                                                                                                    |                                                                                                                                           | 0                                                 |
| <b>Pricing Strategies used</b>                                                                                                                                                                                                                                                                          | Written work demonstrates where costs came from, explanation of what pricing method used & demonstrated with examples of at least 6 menu items. This includes the MATH turned in for each of the 6 items. | Written work demonstrates some costs, what pricing method used, or demonstrated with examples of at least 4 menu items.                                            | Written work demonstrates no costs, or examples of only 2 menu items.                                                                     | No demonstration of costing or pricing strategies |
|                                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                        | 15                                                                                                                                                                 | 5                                                                                                                                         | 0                                                 |
| <b>In class presentation</b>                                                                                                                                                                                                                                                                            | Presentation demonstrates where costs came from, explanation of what pricing method used, overall review of menu, location, theme, etc. & demonstrated with examples of at least 3 menu items.            | Presentation demonstrates some costs, what pricing method used, some review of menu, location, theme, etc. or demonstrated with examples of at least 3 menu items. | Presentation is short and does not meet criteria                                                                                          |                                                   |
|                                                                                                                                                                                                                                                                                                         | 25                                                                                                                                                                                                        | 15                                                                                                                                                                 | 5                                                                                                                                         | 0                                                 |
| The above will all be typed, 12 point font, 1 inch margins, full sentences describing in detail what and how you went about determining the above sections of this assignment. Please include: Title page with group names, restaurant name, & reference page. <b>One paper per person is expected.</b> |                                                                                                                                                                                                           |                                                                                                                                                                    |                                                                                                                                           |                                                   |
| Section 2                                                                                                                                                                                                                                                                                               | Excellent                                                                                                                                                                                                 | Validated                                                                                                                                                          | Beginning                                                                                                                                 | Not complete                                      |
| <b>Signature or features</b>                                                                                                                                                                                                                                                                            | Present, creative, and easily discernible                                                                                                                                                                 | Present and recognizable                                                                                                                                           | Present                                                                                                                                   | Not present                                       |
|                                                                                                                                                                                                                                                                                                         | 5                                                                                                                                                                                                         | 3                                                                                                                                                                  | 1                                                                                                                                         | 0                                                 |
| <b>Costed Menu Items</b>                                                                                                                                                                                                                                                                                | 6 items are correctly costed and priced as defined by written work                                                                                                                                        | 4 items                                                                                                                                                            | 2 items                                                                                                                                   | Not complete                                      |
|                                                                                                                                                                                                                                                                                                         | 20                                                                                                                                                                                                        |                                                                                                                                                                    |                                                                                                                                           | 0                                                 |
| <b>Daily or Weekly Special</b>                                                                                                                                                                                                                                                                          | Present, creative, and easily discernible                                                                                                                                                                 | Present and recognizable                                                                                                                                           | Present                                                                                                                                   | Not present                                       |
|                                                                                                                                                                                                                                                                                                         | 5                                                                                                                                                                                                         | 3                                                                                                                                                                  | 1                                                                                                                                         | 0                                                 |
| <b>Design</b>                                                                                                                                                                                                                                                                                           | Front & back cover, actual layout, all demonstrate knowledge/understanding of lecture and text material. Location and hours of operation listed and easily found                                          | Front cover, back cover, actual layout, demonstrate some understanding of lecture and text material. Location and hours listed                                     | Covers or actual layout, demonstrate very little understanding of lecture and text material. Location/hours listed, one but not both.     | Not complete                                      |
|                                                                                                                                                                                                                                                                                                         | 10                                                                                                                                                                                                        | 6                                                                                                                                                                  | 2                                                                                                                                         | 0                                                 |
| <b>Descriptive Copy</b>                                                                                                                                                                                                                                                                                 | Font, size, spellings, & grammar all correct, very descriptive and exemplify complete understanding, thought and time taken to develop descriptive copy                                                   | Some errors in font, size, spellings, or grammar, somewhat descriptive or exemplify some understanding, some thought and time taken to develop descriptive copy    | Many errors in font, size, spellings, or grammar, very little descriptions or shows only some understanding, very little thought and time | NO descriptive copy                               |
|                                                                                                                                                                                                                                                                                                         | 30                                                                                                                                                                                                        | 20                                                                                                                                                                 | 10                                                                                                                                        | 0                                                 |
| <b>total menus</b>                                                                                                                                                                                                                                                                                      | One for each student (draft or BW fine), one GREAT copy for instructor                                                                                                                                    |                                                                                                                                                                    |                                                                                                                                           | Not enough or none provided                       |

|                                |                                                                                                      |                                                                                                           |                                                                                                  |                                                                 |
|--------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
|                                | 5                                                                                                    |                                                                                                           |                                                                                                  | 0                                                               |
| <b>Pricing effectiveness</b>   | prices meet with at least 1 pricing tactic discussed in class, niche is present, no excessive spread | prices meet with pricing tactic discussed in class, niche is somewhat present, may be an excessive spread | Only meets 2 of the criteria: prices meet with pricing tactic, niche present or excessive spread | Does not demonstrate an understanding of pricing effectiveness. |
|                                | 15                                                                                                   | 10                                                                                                        | 5                                                                                                | 0                                                               |
| <b>Total out of 200 points</b> |                                                                                                      |                                                                                                           |                                                                                                  |                                                                 |

## How Grades are Determined and Major Assignments

| <b>Evaluation Measure</b>        | <b>Student Learning Outcomes Assessed</b> | <b>Value</b>       |
|----------------------------------|-------------------------------------------|--------------------|
| Tests (3 @ 50 pts each)          |                                           | 150                |
| In Class Group Activity (50 pts) |                                           | 50                 |
| Work Sheets (8 @ 25 pts each)    |                                           | 200                |
| Menu Design Project (200 pts)    |                                           | 200                |
| Terrace View Menu (200 pts)      |                                           | 200                |
| Non commercial Menu (150 pts)    |                                           | 150                |
| Final Exam (100 pts)             |                                           | 100                |
| <b><u>TOTAL</u></b>              |                                           | <b><u>1050</u></b> |

| <b>Grade</b> | <b>Percentage</b> | <b>Points</b> |
|--------------|-------------------|---------------|
| A            | 90 – 100 %        | 945-1050      |
| B            | 80 – 89 %         | 840-944       |
| C            | 70 – 79%          | 735-839       |
| D            | 60 – 69%          | 630-734       |
| F            | 0 – 59 %          | 0-629         |

All students enrolled in the Culinary Arts Program or Hospitality Management Program and certificates must earn a “C” grade or better in each Food, Nutrition and Hospitality (FNH) course and maintain a 2.0 grade point average (GPA). Students that earn a grade of “D or F” must repeat the course and meet with their Academic Advisor for academic remediation. Students with a GPA below 2.0 will be placed on Academic Probation (<https://www.owens.edu/trustees/wp-content/uploads/sites/45/2022/02/2-42-academic-recovery-procedures.pdf>).

### Assignment Calendar:

| Week | Date | SLO | Topic                                                                                       | Assignments/Tests                                                                  |
|------|------|-----|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 1    |      |     | BOY Review Syllabus Review in detail.<br>Review Worksheet 1                                 |                                                                                    |
| 2    |      |     | Review Worksheet 2<br>Cycle Menus , <b>Non-commercial menu project</b>                      | <i>Worksheet 1 due</i>                                                             |
| 3    |      |     | Ch. 1 Factors that Define a Menu<br>Ch. 2 Nutrition and Menu Planning<br>Review Worksheet 3 | <i>Worksheet 2 due</i><br><b>Non-com. Entrées due</b>                              |
| 4    |      |     | Ch. 3 Menu Styles and Categories I<br>Ch. 4 Menu Styles and Categories II                   | <i>Worksheet 3 due</i>                                                             |
| 5    |      |     | <b>Introduce Terrace View Menu Project</b><br>Review Worksheet 4                            | <b>Non-com. 2<sup>nd</sup> submission due Test 1 Ch 1-4, Released online</b>       |
| 6    |      |     | Ch 5 Beverage Menus<br>In Class Activity: Terminology & physical analysis                   | <i>Work Sheet 4 due</i>                                                            |
| 7    |      |     | Review Worksheet 5<br>Ch 6 Standardized Recipes and Recipe Costing                          | <b>Terrace View Recipes Only due</b>                                               |
| 8    |      |     | <b>Review for TVC Menu</b><br><b>Introduce Menu Design</b>                                  | <i>Worksheet 5 Due</i>                                                             |
| 10   |      |     | Ch. 7 Menu Pricing<br>Ch 8 Product Descriptions                                             | <b>Terrace View Full Project due</b>                                               |
| 11   |      |     | Ch 10 Layout of the written Menu<br>Ch 11 Menu Analysis & Adjustment                        | <b>Test 2, 5-8, released online</b>                                                |
| 12   |      |     | Review Worksheet 7 & 8                                                                      | <b>Menu Design 6 Recipes &amp; Worksheet 7 due</b>                                 |
| 13   |      |     | <b>In class group activity, Menu Engineering</b>                                            | <b>Menu Design 6 Recipes &amp; Worksheet 7 due</b>                                 |
| 14   |      |     | <b>Workshop, Menu Design</b>                                                                | <b>Worksheet 8 due</b>                                                             |
| 15   |      |     | <b>Students Present Menus to class</b>                                                      | <b>Test 3 Ch 8, 10, &amp; 11 Released online</b><br><b>Menu Design Project due</b> |
| 16   |      |     | TBD                                                                                         | <b>Menu Design Project due</b><br><b>Worksheet 8 due</b>                           |
| 17   |      |     | <b>Final Exam</b>                                                                           |                                                                                    |

**Disclaimer:** The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.