

Course Syllabus

Department	: Culinary Arts and Foodservice Management
Course Title	: Menu Management
Section Name	: RSTO 1221
Start Date	: 1/28/2013
End Date	: 05/13/2013
Modality	: Face-to-Face
Credits	: 2

Instructor Information

Name	: JB Ward
OC Email	: jward@odessa.edu
OC Phone #	: 432-335-6867

Fall Office Hours:

M,W – 2:00-2:50 or by appointment

Monitored and open labs available daily. Help from the instructor is available at your request. Appointments can be set up or you may contact instructor during office hours. Tutoring is available through the LRC.

Course Description

A study of the food service principles involved in menu planning, layout, and evaluation for a variety of types of facilities and service methods. Emphasis on analysis of menu profitability, modification, commodity use, and other activities generated by the menu (ICO 1,2,3,4).

Prerequisites/Corequisites

None

[ICO](#)

(1, 2, 3, 4)

Course Objectives

Describe the importance of menus in relationship to communications, marketing and the controls in a foodservice operation.

Design a variety of menus with emphasis on layout, captions, paper selection and print styles and sizes.

Interpret the types of control factors required to determine profitability for the food service operation.

Compile a menu which employs all of the concepts taught in the course.

*INDICATES INTEGRATED, CORE CURRICULUM SKILLS

(Math, Reading, Communication, Technological Literacy and/or Critical Thinking)

Required Readings/Materials

Required readings/materials:

Management by Menu, Kotschevar and Withrow, 4th edition

Course Requirements (Lectures, Assignments and Assessments)

DATES	ASSIGNMENT	DESCRIPTION
1/28	Chapter 1	A look back at the industry
2/4	Chapter 2	Profile of the Modern Industry
2/11	Chapter 3	Planning a menu
2/18	Chapter 4	Consideration and limits
2/25	Chapter 5	Cost controls
3/4		EXAM I
3/18	Chapter 6	Menu Pricing
3/25	Chapter 6	Menu Pricing
4/1	Chapter 7	Menu Mechanics
4/8	Chapter 8	Menu Analysis
4/15	Chapter 9	The beverage menu

4/22	Chapter 10	Producing the menu
4/29	Chapter 11	Service and the menu (Menu project Due)
5/6	Chapters 12 and 13	Financial plan and ethical leadership
5/11		FINAL EXAM

Grading Policy

1. Menu Project 25%
2. Exams (2) 40%
3. Quizzes 20%
4. Attendance 15%

Total Points:

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D

Special Needs

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Learning Resource Center (Library)

The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the ["Ask a Librarian"](#) service provide additional help.

Student E-mail

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

Student Portal

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Important School Policies

For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or student's and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

DISCLAIMER: Each student is responsible for checking the syllabus frequently as it will be updated as often as needed.