

# COURSE OUTLINE

## OXNARD COLLEGE

- I. Course Identification and Justification:
- A. Proposed course id: CRM R109  
Banner title: Management by Menu  
Full title: Management by Menu
- Previous course id: CRM R109  
Banner title: Management by Menu  
Full title: Management by Menu
- B. Reason(s) course is offered:  
This course fulfills certificate and degree requirements for Restaurant Management and is Transferable to the CSU. The purpose of this course is to provide students with the importance of menu planning in the food industry. Have students understand how planning or a lack of planning influences profits. It will also provide students the knowledge of designing, costing and lay-out of menus. Course goals will provide students with the ability to design and plan menus of various types of food establishments.
- C. Reason(s) for current outline revision:  
5-year update
- D. C-ID:  
1. C-ID Descriptor:  
2. C-ID Status: Not Applicable
- E. Co-listed as:  
*Current:* None  
*Previous:*
- II. Catalog Information:
- A. Units:  
*Current:* 3.00  
*Previous:* 3.00
- B. Course Hours:  
1. Weekly Meeting Hours:  
*Current:* Lecture: 3.00 Lab: Other:  
*Previous:* Lecture: 3.00 Lab: Other:
2. Total Contact Hours:  
*Current:* 48.00 to 54.00  
*Previous:* 48.00 to 54.00
- C. Prerequisites, Corequisites, Advisories, and Limitations on Enrollment:  
1. Prerequisites  
*Current:*  
*Previous:*

2. Corequisites

*Current:*

*Previous:*

3. Advisories:

*Current:*

*Previous:*

4. Limitations on Enrollment:

*Current:*

*Previous:*

D. Catalog description:

*Current:*

This course will study menus as the central theme that influences most foodservice function. The basic principles of menu making, including all phases of menu planning, for today's trends will be presented. Students will also study ways to control costs and create interesting menus for different types of establishments in the hospitality industry.

*Previous, if different:*

This course will study menus as the central theme that controls or influences most foodservice functions, and examines basic principles of menu making, including all phases of menu planning, for today's trends. Students will also study ways to control costs and create interesting menus for different types of establishments in the hospitality industry.

E. Fees:

*Current:* \$ None

*Previous, if different:* \$

F. Field trips:

*Current:*

Will be required: [ ]

May be required: [X]

Will not be required: [ ]

*Previous, if different:*

Will be required: [ ]

May be required: [ ]

Will not be required: [ ]

G. Repeatability:

*Current:*

A - Not designed as repeatable

*Previous:*

A - Not designed as repeatable

H. Credit basis:

*Current:*

Letter Graded Only [ ]

Pass/No Pass [ ]

Student Option [X]

*Previous, if different:*

Letter Graded Only [X]

Pass/No Pass [ ]  
Student Option [ ]

- I. Credit by exam:  
*Current:*  
Petitions may be granted: [ ]  
Petitions will not be granted: [X]

*Previous, if different:*  
Petitions may be granted: [ ]  
Petitions will not be granted: [ ]

III. Course Objectives:

Upon successful completion of this course, the student should be able to:

- A. Define, identify, and characterize menus used in the foodservice industry
- B. Develop menu selections and menu layout for a commercial food service operation
- C. Plan a cycle, children's, holiday, special occasion, classical and buffet menus
- D. Determine menu prices
- E. Demonstrate knowledge of truth in menu requirements
- F. Explain merchandizing of the menu and develop a merchandizing plan for a food service operation
- G. Compare and contrast institutional and commercial menus
- H. Describe cost control factors unique to commercial operations or nonprofit institutions
- I. Identify various methods used by food service operations in analyzing menus
- J. Identify the areas of food service management that can be computerized for efficiency and better planning

IV. Student Learning Outcomes:

- A. Students will be able to explain the concept of "truth in menu requirements" for food service establishments, e.g. "point of origin foods", "Gulf Shrimp" (must be from Gulf of Mexico).
- B. Students will be able to design a menu.

V. Course Content:

Topics to be covered include, but are not limited to:

- A. A look back at the Food service Industry
  1. Ancient Foodservice
  2. Foodservice in the Middle Ages
  3. Early Renaissance
  4. Industrial Revolution
- B. Profile of the Modern Food service Industry
  1. A Diverse Industry
  2. Income and Costs
  3. Segments of the Industry
- C. Planning a Menu
  1. What is a Menu?
  2. Planning Factors
  3. Types
  4. Meal Plans
  5. Various Occasions
- D. Controlling Factors in Menu Planning

1. Obtaining Costs
2. Labor Costs
3. Controlling Costs
- E. Cost Factors and Cost Controls in Menu Planning
  1. Physical Factors
  2. Labor Considerations
  3. Artistic Considerations
  4. Food Preferences
  5. Patron Expectations
- F. Menu Pricing
  1. Non-Cost Pricing
  2. Value Perception
  3. Pricing Psychology
- G. Menu Mechanics
  1. Menu Presentation
  2. Menu Design
- H. Menu Analysis
  1. Common Methods
- I. The Liquor Menu
  1. Beverage Menu
  2. Wine Service
  3. Liquor Pricing
- J. Menu Planning and Nutrition
  1. Securing the Product
  2. Preparing the Food
- K. Purchasing, Production, and the Menu
- L. Service and the Menu
  1. Guest Service
  2. Types
  3. Handling the Guest Check
  4. Gratuities
- M. Management of Finances
  1. The Menu and Financial Planning
  2. Financial Analysis
  3. Liquidity Factors
  4. Strategies and Financial Success

VI. Lab Content:  
None

VII. Methods of Instruction:

Methods may include, but are not limited to:

- A. Instructor-guided interpretation and analysis of course content from related text about menu management. Principles, terminology, layout and pricing.
- B. Hands-on, in-class research on menu requirements, e.g., students study various types of menus and site requirements such as truth in menu, merchandising, cost factors and contrast of institutional and commercial operations.
- C. Layout and design of various types of menus, students participate in groups or individuals designing various menus, e.g., cycle, children's, holiday and special occasions.

VIII. Methods of Evaluation and Assignments:

- A. Methods of evaluation for degree-applicable courses:  
Essays [X]  
Problem-Solving Assignments (Examples: Math-like problems, diagnosis & repair) [ ]  
Physical Skills Demonstrations (Examples: Performing arts, equipment operation) [ ]

For any course, if "Essays" above is not checked, explain why.

- B. Typical graded assignments (methods of evaluation):
1. Students may be asked to do reading and workbook assignments related to menu management, e.g., "truth in menu" requirements, developing a merchandizing plan.
  2. Students may be asked to do various quizzes related to chapter reading assignments: menu layout, methods used to analyze menus.
  3. Students may be asked to complete a term project: develop their own menu demonstrating principles and practices such as truth in menu requirements, contrasting institutional and commercial operations and determining menu prices.
  4. Students may be asked to participate in a written exam covering topics such as: identifying different menus used in the food service industry, design and layout for commercial and institutional operations.
  5. Students will develop special occasion menus, develop a merchandizing plan for food service operations, and learn computerization for better efficiency.
- C. Typical outside of classroom assignments:
1. Reading
    - a. Weekly textbook assignments, e.g., consideration and limits of menu planning, cost factors and cost controls
  2. Writing
    - a. Term Project, students may be asked to develop a menu of choice using principles learned in class, e.g., children's menu, considering portion size, types and popularity of foods
  3. Other
    - a. Students may be asked to develop games and activities

IX. Textbooks and Instructional Materials:

- A. Textbooks/Resources:
1. Kotschevar, L.H., & Escoffier, M.R. (2007). *Management by Menu* (4th/e). (Latest edition) Wiley.
- B. Other instructional materials:

X. Minimum Qualifications and Additional Certifications:

- A. Minimum qualifications:
1. Culinary Arts/Food Technology
  2. Restaurant Management
- B. Additional certifications:
1. Description of certification requirement:
  2. Name of statute, regulation, or licensing/certification organization requiring this certification:

- XI. Approval Dates  
Curriculum Committee Approval Date: 10/11/2017  
Board of Trustees Approval Date: 10/11/2017  
State Approval Date: 01/09/2018  
Catalog Start Date: Fall 2018

XII. Distance Learning Appendix

A. Methods of Instruction

Methods may include, but are not limited to:

1. The instructor's online classroom would be used to achieve regularly scheduled contact hours, orientation, discussion sessions and testing sessions, and virtual office would be utilized. The required attendance of specifically scheduled participation in asynchronous discussion, objective exams and/or completion of online writing assignments would be comparable to the traditional classroom contract. Additional contact methods may include online discussion groups using a chat room to review and reinforce course material. This course may employ Internet resources, publisher's animations CD, short video clips, PowerPoint presentations, instructor's course content, e-mail and chat room.

B. Information Transfer

Methods may include, but are not limited to:

1. Chat/IM
2. Collaborative projects: group blogs, wikis
3. Course announcements
4. Discussion boards
5. E-Mail
6. Instructor-provided online materials
7. Lectures (recorded/streaming)
8. Messaging via the LMS
9. Modules on the LMS
10. Personalized feedback
11. Phone/voicemail
12. Podcasts/webinars/screencasts
13. Textbooks
14. Videoconferencing/CCCConfer/Skype