

CART 351B: COMMERCIAL MENU ECONOMICS

New Course Proposal

Date Submitted: Thu, 19 Sep 2019 23:32:11 GMT

Originator

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Justification / Rationale

The current non-credit Culinary program covers four basic kitchen skills areas. Safety and Sanitation; Procurement and Menu Planning should be added to enhance the non-credit program and provide a more complete training program. This course is a non-credit version of CART 011

Effective Term

Fall 2020

Credit Status

Noncredit

Subject

CART - Culinary Arts

Course Number

351B

Full Course Title

Commercial Menu Economics

Short Title

COMMERCIAL MENU ECONOMICS

Discipline

Disciplines List

Culinary Arts/Food Technology (Food service, meat cutting, baking, waiter/waitressing, bartending)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course studies the economic requirements and impact of commercial menu design. Students are introduced to the basic concepts of procurement for both food and non-food items; the importance of developing provider relationships with providers; and how to manage and modify menus to take advantage of seasonal pricing opportunities.

Schedule Description

Economic requirements and impact of commercial menu design. CART 351A or concurrent enrollment

Non-credit Hours

54

In-class Hours

18

Out-of-class Hours

36

Total Semester Hours

54

Override Description

Noncredit override.

Prerequisite Course(s)

CART 351A or concurrent enrollment

Required Text and Other Instructional Materials**Resource Type**

Book

Author

McVety, Paul, Ware, Bradley J., Claudette Lévesque Ware

Title

Fundamentals of Menu Planning

Edition

3rd

Publisher

Wiley Pub..

Year

2008

College Level

Yes

Flesch-Kincaid Level

12

ISBN #

978-0470072677

For Text greater than five years old, list rationale:

This is the best textbook we have found on the subject. Menu Planning fundamentals remain the same.

Class Size Maximum

35

Entrance Skills

Articulate the importance of the menu document as a production tool and financial guide for food service operations.

Requisite Course Objectives

CART 351A-Articulate the importance of the menu document as a production tool and financial guide for foodservice operations.

Entrance Skills

Describe the relationship between the menu and the functions of food service operations.

Requisite Course ObjectivesCART 351A-Describe the relationship between the menu and the functions of food service operations.

Entrance Skills

Describe the strategies necessary to successfully plan menus for a variety of food service operations.

Requisite Course Objectives

CART 351A-Describe the strategies necessary to successfully plan menus for a variety of foodservice operations.

Course Content

1. Market Survey.
2. The Yield Test.
3. Recipe Costing.
4. Sales History.

Course Objectives

	Objectives
Objective 1	Articulate the importance of the menu document as a production tool and financial guide for foodservice operations.
Objective 2	Describe the economic strategies necessary to successfully plan menus for a variety of foodservice operations.
Objective 3	Calculate the economic analysis of a la carte, price fix, special event and beverage menus.
Objective 4	Develop an economic analysis for hospital, school lunch, dinner hours, country club menus.
Objective 5	Compare the economic difference between plated and buffet options.
Objective 6	Develop a wine list and estimate pricing.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Implement the strategies of planning and design and cost control by producing effective and efficient workable menus for a variety of foodservice operations.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Students post a response to the weekly Discussion Forum and reply to classmates' posts
Demonstration, Repetition/Practice	Prepare cost estimates for a variety of different foodservice operations and menu types.
Collaborative/Team	Work in teams to evaluate efficiency and effectiveness of menu design options.
Observation	Students will report on personal experience and observation of hospitality establishments
Lecture	Presentation of topic in context with appropriate industry examples.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Essays are graded on research, structure and grammar. Assignments are submitted to LMS and graded.	Out of Class Only
Tests/Quizzes/Examinations	Exams are posted in LMS and are timed.	In and Out of Class
Group activity participation/observation	Students work in teams and evaluated on timely, focused input. Assignments are submitted to LMS and graded.	In and Out of Class
Presentations/student demonstration observations	Students may observe and record communications in professional establishments, and present an evaluation. Assignments are submitted to LMS and graded.	In Class Only

Written homework	Students will submit menu designs for a variety of different types of food establishments.	Out of Class Only
Field/physical activity observations	Students may observe and record communications in professional establishments, and present an evaluation. Assignments are submitted to LMS and graded.	Out of Class Only
Student participation/contribution	Students post a response to the weekly Discussion Forum and reply to classmates' posts.	In and Out of Class
Other	Out-of-class hours will be monitored electronically through the learning management system.	Out of Class Only

Assignments

Other In-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Attendance of lectures by instructor and occasional guest speakers, including the taking of detailed notes.
3. Viewing of films and slide programs, including the taking of notes.
4. Special reports by students, in panel or individually.
5. Participation in class research projects involving the collection, compilation and interpretation of data, including the composition of written or oral reports.
6. Examinations of various types, such as essay and multiple choice.

Other Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Viewing of films and slide programs, including the taking of notes.
3. Class research projects involving the collection, compilation and interpretation of data.
4. Visiting food establishments to research menu design and planning.

Grade Methods

Pass/No Pass Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Timely feedback and return of student work as specified in the syllabus
 Discussion forums with substantive instructor participation
 Chat room/instant messaging
 Private messages
 Online quizzes and examinations
 Video or audio feedback
 Weekly announcements

External to Course Management System:

Direct e-mail

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Announcements at least weekly.
 Email within 24 hours.
 Weekly grading.
 Timely return of student work with instructor comments.

Substantive instructor participation in discussion board.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Offering online and hybrid along with on-campus modalities increases opportunities for student access.

MIS Course Data

CIP Code

12.0500 - Cooking and Related Culinary Arts, General.

TOP Code

130630 - Culinary Arts

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Other Non-credit Enhanced Funding

Approved Special Class

Not special class

Noncredit Category

Short-Term Vocational

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Not transferable

Allow Audit

No

Repeatability

Yes

Repeatability Limit

NC

Repeat Type

Noncredit

Justification

Noncredit courses are repeatable until students achieve the skills and knowledge required to meet the outcomes and objectives of the course.

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

12/03/2019

Academic Senate Approval Date

12/12/2019

Board of Trustees Approval Date

01/17/2020

Chancellor's Office Approval Date

02/09/2020

Course Control Number

CCC000613030

Programs referencing this courseCulinary Menu Planning Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=296/>)Culinary Career Introduction Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=297/>)