



<b>Division:</b>	Business	<b>Area:</b>	Culinary Skills and Management
<b>Course Number:</b>	CSM 201-C	<b>Course Name:</b>	Menu Planning I
<b>Prerequisite:</b>	CSM 116-A/B/C/D		
<b>Corequisite:</b>	CSM 201-A/B/D/E		
<b>Hours Required:</b>	<b>Class:</b> 7.5	<b>Lab:</b> 15	<b>Credits:</b> 1

## Course Description/Purpose

This course introduces students to one of the most important aspects of the food service industry. The principles of menu planning to various types of facilities are applied. The course covers menu layout, selection and development and pricing/food cost structure. Students plan, cost and determine the menu used in the Cuisine 1300 restaurant. Students are required to register in all modules of CSM 201 concurrently.

## Major Units

- C Introduction
- C Principles
- C Pricing/Costing
- C Merchandising

## Educational/Course Outcomes

Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

**Cognitive** Each student will be expected to *Identify/Recognize...*

- C The [role] of the menu in a food establishment
- C Different types of menus
- C Selections and layout
- C Truth-in-menu laws
- C Different purveyors for inventory

**Performance** Each student will be expected to *Demonstrate/Practice...*

- C Costing of recipes/ingredients
- C Effective food cost
- C Proper menu layout
- C Psychological selling
- C Different sales techniques