

# CART 351A: COMMERCIAL MENU DESIGN

---

## New Course Proposal

Date Submitted: Thu, 19 Sep 2019 23:31:23 GMT

### Originator

zbecker

### Co-Contributor(s)

#### Name(s)

Struwe, Kurt

Azer, Jeffrey

### 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

351A

### Full Course Title

Commercial Menu Design

### Short Title

COMMERCIAL MENU DESIGN

### 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 basic principles of menu making for a variety of types of food service operations, considering the factors of clientele, types of operations, economic requirements, nutritional adequacy, skill of personnel, and equipment limitations.

### Schedule Description

Basic principles of menu design for a variety of types of food service operations.

### Non-credit Hours

108

### In-class Hours

36

### Out-of-class Hours

72

**Total Semester Hours**

108

**Override Description**

Noncredit override.

**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

**Course Content**

1. New Menu Trends in the Food service Industry.
2. Nutrition and Menu Planning.
3. Food service Menus.
4. Standard Recipes.
5. Characteristics of a Menu.
6. Merchandising the Menu.
7. Food service Equipment Analysis.

**Course Objectives**

	<b>Objectives</b>
Objective 1	Articulate the importance of the menu document as a production tool and financial guide for foodservice operations.
Objective 2	Describe the relationship between the menu and the functions of food service operations.
Objective 3	Describe the strategies necessary to successfully plan menus for a variety of foodservice operations.
Objective 4	Prepare a la carte, prix fixe, special event and beverage menus.
Objective 5	Develop a hospital or healthcare facility menu.

Objective 6	Develop a school lunch menu.
Objective 7	Develop a dinner house menu.
Objective 8	Develop a country club menu.
Objective 9	Develop a buffet menu.

### Student Learning Outcomes

**Upon satisfactory completion of this course, students will be able to:**

Outcome 1	Describe the impact of current demographic, market and nutrition requirements on the development of a foodservice concept.
Outcome 2	Implement the strategies of planning and design by producing a workable menu for a variety of foodservice operation.

### 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	Students post a response to the weekly Discussion Forum and reply to classmates' posts. Students will be graded on quality of focused discussion and assignments.
Collaborative/Team	Some assignments require teamwork, observation, recording and discussion about various hospitality venues
Observation	Students will report on personal experience and observation of hospitality establishments
Lecture	Students will read and respond to the weekly lecture

### 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 are evaluated on timely, focused input. Assignments are submitted to LMS and graded.	In and Out of Class
Presentations/student demonstration observations	Students prepare and present menu options for a variety of foodservice operations.	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 thereon.
3. Viewing of films and slide programs, including the taking the notes thereon.
4. Special reports by students, in panel or singly.

5. Participation in class research projects involving the collection, compilation and interpretation of data, including the composition of written or oral reports thereon.
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 the notes thereon.
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**

CCC000613029

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