



## Course Specifications

<b>Course Title:</b>	<b>Menu planning</b>
<b>Course Code:</b>	
<b>Program:</b>	<b>B.Sc of Hotel Management Track</b>
<b>Department:</b>	<b>Tourism and Hotels Management</b>
<b>College:</b>	<b>College of Business</b>
<b>Institution:</b>	<b>Umm Al-Qura University</b>

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	4
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>5</b>
<b>D. Teaching and Assessment</b> .....	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	5
2. Assessment Tasks for Students .....	7
<b>E. Student Academic Counseling and Support</b> .....	<b>7</b>
<b>F. Learning Resources and Facilities</b> .....	<b>7</b>
1. Learning Resources .....	7
2. Facilities Required.....	8
<b>G. Course Quality Evaluation</b> .....	<b>8</b>
<b>H. Specification Approval Data</b> .....	<b>8</b>

## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 3 <sup>rd</sup> years, 7 <sup>th</sup> semester
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	3	80%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	3	20%

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Students in this course are introduced to fundamentals of food menu planning. Moreover, they will learn how to design food menu for different occasions and preparing balanced meals. The course also Presents the fundamentals of menu planning using the menu as a tool for ordering, selection and procurement of food and beverage items. Menu, labor, and facility computer generated cost analysis and percentages will be addressed. Emphasis is placed on developing the skills necessary to effectively create a professional menu. Provides training in duties and functions of the professional food buyer working in purchasing capacity. Students also will be familiar with issues include menu pricing, food cost, sales, inventory levels, spoilage and waste.

## 2. Course Main Objective

- Develop an understanding of the procedures and best practices associated with menu planning.
- Identify and discuss the elements of proper menu planning, including ordering, conversion, and food preferences.
- Assess the importance of nutrition, and understand how it relates to the menu planning process.
- Explain various other concepts relevant to menu planning, including marketing strategies, cost-controls, and the life cycle of the menu.

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Discuss various aspects of the food service industry from a menu planning perspective	
1.2	Demonstrate menu item placement and how it affects the marketability of the product	
1.3	Explain how use of the menu in a food service environment impacts on ordering and hiring needs	
1.4	Employ principles and techniques of food costing Determine the menu applications based on information from demographic studies.	
1.5	Evaluate various potential customers and their needs, wants, and desires	
1.6	Create a menu	
<b>2</b>	<b>Skills :</b>	
2.1	Identify and resolve basic problems arising in menu costs during daily operation	
2.2	Determine food cost value based on sales, purchases and inventory value.	
2.3	Identify the basic food needs of certain groups	
2.4	Calculate food cost percentage in menu items	
<b>3</b>	<b>Values:</b>	
3.1	Manage effective performance within a team environment.	
3.2	Taking a leadership/managerial role as appropriate.	
3.3	Value and practice active listening, critical thinking, and critical reading	
3.4	Distinguish and produce forms of communication relevant to academia, business, government, and industry	

## C. Course Content

No	List of Topics	Contact Hours
1	Introduction to menu planning	3
2	Basic of menu planning	3
3	Developing menus and cost controls	3
4	Menu/purchasing relation	3
5	Conversion of recipes	3
6	Food preferences	3
7	Nutrition	3
8	Marketing strategies	3
9	The life cycle of the menu	3
10	Menu Cost-controls	3
11	Technology in menu planning	3
12	Developing menus and cost controls	3
13	Menu/purchasing relation	3
<b>Total</b>		

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Describing the various aspects of the food service industry from a menu planning perspective	Active Learning strategies <input type="checkbox"/>	Exams Team Work Assignments Course Work
1.2	understand the different menu types and when to offer each of them.	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Explain how use of the menu in a food service environment impacts on ordering and hiring needs	Exams Team Work Assignments Course Work	
1.4	Cost and price menu items; calculate food cost percentages	Active Learning strategies	Exams Team Work Assignments Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	Analyze market fluctuations and product costs	Traditional lectures	Oral quizzes
2.2	Determine food cost value based on sales, purchases and inventory value.	Traditional lectures	Oral quizzes
2.3	Conduct a yield and cost comparison test of pre-fabricated products and on premise fabricated Products	Traditional lectures	Oral quizzes
2.4	Identify and resolve basic problems arising in during daily operation	Traditional lectures	Oral quizzes
<b>3.0</b>	<b>Value</b>		

<b>Code</b>	<b>Course Learning Outcomes</b>	<b>Teaching Strategies</b>	<b>Assessment Methods</b>
3.1	Manage effective performance within a team environment.	Traditional lectures	Active Learning strategies
3.2	Taking a leadership/managerial role as appropriate.	Traditional lectures	Active Learning strategies
3.2	Value and practice active listening, critical thinking, and critical reading	Traditional lectures	Active Learning strategies
4.2			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (eg. essay, test, group project, examination etc.)	3	10 %
2	Class room activity	Every week	10 %
3	Individual Essay	5	5%
4	Mid-term exam	7	20%
5	Group Presentation	Every week	5%
6	Semester Work (quizzes- problem solving- attendance)	Ongoing	10%
7	Final exam	11	40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours ( 11/week).
- E-mail (available).
- Meetings ( 2-3 times /semester)

## F. Learning Resources and Facilities

### 1.Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• Foundations of Menu Planning (What's New in Culinary &amp; Hospitality), Pearson; 2nd edition (2017).</li> <li>• Fundamentals of menu planning, 2008 Wiley; 3rd edition</li> </ul>				
<b>Essential Reference Materials</b>	Practical Food and Beverage management	Clement Ojugo	2010	Delmar Cengage Learning; 2 edition	
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>• Cornell Hotel and Restaurant Administration Quarterly</li> <li>• Hospitality Review</li> <li>• Hotel &amp; Restaurant Magazine</li> <li>• International Journal of Hospitality Management</li> <li>• International Journal of Contemporary Hospitality Management</li> <li>• Managing Service Quality</li> <li>• Service Industries Journal</li> <li>• Caterer and Hotelkeeper <a href="http://www.caterer.com">www.caterer.com</a></li> <li>• Mintel Market Intelligence <a href="http://www.reports.mintel.com/">http://www.reports.mintel.com/</a></li> <li>• Mintel Market Intelligence <a href="http://www.reports.mintel.com/">http://www.reports.mintel.com/</a></li> </ul> <p>The Institute of Hospitality</p>				
<b>Other Learning Materials</b>					

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) Class room with max of 30 seats-
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart,
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	-

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Course instructor	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Effectiveness of teaching	the Department	At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	April 2022