

CULN 115



~ menu merchandising ~

[CRN 31149] Monday/Friday, 8:00am – 9:50am
August 25, 2014 ~ October 17, 2014
Classroom: Ohia 118

Lee Shinsato, Chef Instructor ~ Office: Ohia 105 ~ E-mail: leess@hawaii.edu Office Hours: By appointment

“Starters”

CULN 115 is a study of the factors involved in planning effective menus for a variety of food service operations. It includes the design, format, selection, costing, pricing, and balance of menu items based upon the needs of the target market.

Attendance and participation is mandatory and will be reflected in the final grade for the class.

Disability Statement

"If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability so that we may coordinate the accommodations you need, you are invited to contact the Disability Support Services Office in `Ilima 107, ph.734-9552, or email kapdss@hawaii.edu for assistance. For students whose primary disability is Deaf or hard of hearing, contact the KCC Deaf Center in Manono 102, ph. 734-9210 (V) or 447-1379 (videophone)"

TEXTBOOK: “Foundations of Menu Planning” by Daniel Traster

COURSE COMPETENCIES:

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

- List basic menu planning principles.
- Identify principles of menu layout and design.
- Create menu item descriptions following established truth-in-menu guideline
 - Apply principles of nutrition to menu development.
- Determine menu prices utilizing proper cost controls and appropriate technology.
- Plan a variety of menus i.e. a la carte, cycle, ethnic, holiday, banquet, reception and buffet.
- Discuss importance of product mix, check average and their impact on profit contribution.
 - Develop a menu layout for a foodservice operation
 - Discuss the availability of Food and Seasonal Menus.
- Discuss Menu Planning resources (Internet, professional and vendors).

STUDENT LEARNING OUTCOMES (SLO)

Within this CULN 115 course, the following student learning outcomes will have been introduced, practiced or demonstrated:

- Apply the principles of menu planning and layout to the development of menus for a variety of types of facilities and service
- Value cross-cultural perspectives that will allow them to effectively function in the global community.
 - Value ethical practices in both personal and professional situations.
- Practice standards in behavior, grooming and dress that reflect the mature work attitude expected of industry professionals.
- Apply the experience of service-learning to both personal and academic development by becoming involved in community service activities

“Soups and Salads”

***Electronic Communication:** “The electronic communications policy adopted in December 2005 establishes the University of Hawaii Internet service as an official medium for communication among students, faculty, and staff. Every member of the system has a Hawaii.edu address, and the associated username and password provide access to essential Web announcements and email. **You are hereby informed of the need to regularly log in to UH email and Web services for announcements and personal mail.** Failing to do so will mean missing critical information from academic and program advisors, instructors, registration, and business office staff, classmates, student’s organizations, and others.” -UH Academic Policy-

Class lectures, assignments, quizzes and other materials will be posted on Laulima. Instructor will also communicate through Laulima and UH webmail. **Students should check Laulima and UH webmail on a daily basis for updates and announcements pertaining to class.**

***Professionalism:** Students are expected to maintain a standard of professionalism in all culinary classes in order to prepare them for industry employment. Professionalism includes on-time arrival, active participation and appropriate behavior, communication, and dress. **Students who do not meet standards may be asked to leave class and/or receive an automatic point deduction.** Professionalism standards may be found in the Culinary Program Student Handbook.

***Classroom Computers:** Classroom computers are State of Hawaii property and should be used for class instruction only. When computers are not in use, monitors should be off and turned to face the front of the classroom. **Inappropriate use of computers during class time may result in an automatic point deduction or dismissal from the class for the day.**

- Turn on computers only when instructed by your instructor.
- DO NOT upload other program applications on classroom computers.
- DO NOT use classroom computers for homework, emailing, web surfing or assignments from other classes during lectures.
- Inform your instructor of non-working computers.

***Dress & Grooming:** Students are to be presentably dressed with sleeved tops (NO T-shirts), long pants, skirt or dress, and shoes. **Students who do not meet dress standards may be asked to leave class and/or receive an automatic point deduction.** Dining room and cook uniforms are acceptable. Specific requirements can be found in the Culinary Program Student Handbook.

***Other Professional Requirements:**

- Cell phones and other electronic devices should be turned off during class.
- No eating, drinking, and gum chewing in class unless approved by instructor.
- Violent behavior, including profanity, swearing, physical abuse, verbal abuse, harassment, etc. are forbidden by college and program policy.
- Demonstrate respect to your classmates, instructor, and guest speakers. Raise your hand for questions and comments; avoid negative attitudes and gossip.

***Follow syllabus and know due dates for assignments and daily class activities.**

- Monitor grades using Laulima. Bring discrepancies to the instructor in a timely manner.

***Communicate with instructor on a regular basis with questions/concerns regarding assignments, projects and other issues pertaining to the class.**

“Entrees”

GRADING: Grades are based on a point distribution scale. **It should be noted that a “C” or higher in this course is required for an A.S. Degree or Certificate programs in Culinary Arts.** Students can monitor their progress in Laulima. Any grade discrepancies should be brought to the instructor’s attention immediately. Final grades will be posted in Banner at the end of the semester. Grading will be based on a strict scale as outlined below unless the instructor deems it appropriate to change it.

Letter Grade = %	Grading Component	Points Possible
A = 90% above B = 80-89.9% C = 70-79.9% D = 60-69.9% F = <60.0%	Attendance/Participation/Professionalism (13 days x 20 Pts)	260
	Assignments (4 x 50 Pts)	200
	Quizzes (10 x 20 Pts)	200
	Mid Term Exam	100
	Final Exam	200
	Final Exam (Project)	200
	TOTAL	1160

Academic Grievance and Responsibility: “In instructional activities, students are responsible for meeting all of the instructor’s attendance and assignment requirements. Failure to do so may affect their final grade. In all college-related activities, including instruction, they must abide by the college’s codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. Finally, if they decide to file a grievance, they are fully responsible for providing proof that they have been wronged.” -UH Academic Policy-

ATTENDANCE / PROFESSIONALISM

Attendance is required for culinary courses. Role will be taken at the start of class. If you are late, be sure to see your instructor to ensure you are recorded as present. **Students will start with 200 points at the start of the course for attendance/professionalism. Deductions will be made according to the following scale:**

- **5 Point deduction for late arrival or early departure**
- **5 Point deduction for students who do not meet dress standards**
- **1-15 point deduction for unprofessional behavior or lack of participation (i.e., sleeping, inappropriate use of computers, disruptions, cell phone/electronic use during class, etc...)**

Short breaks will be given when time permits. Students may leave the class at any time for “bathroom breaks” and “emergencies”.

ASSIGNMENTS and QUIZZES

Assignments will be in-class and take-home. Students are expected to read through the assignments and complete each component to the fullest. Questions regarding assignments should be brought to the instructor’s attention in a timely manner.

Assignments and Quizzes will not be accepted late.

It is the student’s responsibility to print out and turn in all required assignments and quizzes on the due date specified in the syllabus.

Assignments should meet the required length and be written according to the following standards:

- Font: Times New Roman or Calibri; Size 12
 - 1”-1.5” Margins
 - 1.5 line spacing

“Entrees”

Assignment	Due Date	Points Possible	Points Earned
Assignment #1 : Market Survey	9/5	50	
Assignment #2 : Menu Comparisons	9/15	50	
Assignment #3 : Create a Mid-Price Range Menu	9/26	50	
Assignment #4 : Food Costing	10/10	50	
TOTALS:		200	

Students are responsible for keeping track of assignment due dates.

Assignments will not be accepted late.

Quiz	Due Date	Points	Points Earned
Quiz #1	8/29	20	
Quiz #2	9/5	20	
Quiz #3	9/19	20	
Quiz #4	9/19	20	
Quiz #5	9/22	20	
Quiz #6	9/26	20	
Quiz #7	10/3	20	
Quiz #8	10/6	20	
Quiz #9	10/10	20	
Quiz #10	10/13	20	
TOTALS:		200	

Students are responsible for keeping track of quiz due dates.

Assignments and Quizzes will not be accepted late.

Exams	Due Date	Points	Points Earned
Mid Term Exam	9/29	100	
Final Exam	10/17	200	
Final Project : Create a Complete Menu	10/17	200	
TOTALS:		500	

Final Projects will not be accepted late.

Extra Credit	Hours	2 Points/Hr.	Points Earned
Volunteer Hours			
TOTALS:(maximum of 100 points)			

Volunteer hours must be culinary related.

“Desserts”

ASSIGNMENTS AND DAILY SCHEDULE

Week	Date	Topic	Assignment / Quiz Due Date
1	8/25	<i>Syllabus / Policies / Procedures</i> Chapter 1: Factors That Define a Menu	
	8/29	Chapter 12: How the Menu Directs Business	Quiz #1: Chapter #1
2	9/1	HOLIDAY: LABOR DAY	
	9/5	Chapter 2: Nutrition and Menu Planning Menu Planning Resources	Assignment #1: Market Survey Quiz #2: Chapter #12
3	9/15	Chapter 3 & 4: Menu Styles	Assignment #2: Menu Comparisons Quiz #3: Chapter #2
	9/19	Chapter 10: Layout of the Written Menu	Quiz #4: Chapter #3 & #4
4	9/22	Chapter 8: Product Descriptions	Quiz #5: Chapter #10
	9/26	Chapter 5: Beverage Menus Review: Mid Term Exam	Assignment #3 : Create a Mid-Price Range Menu Quiz #6: Chapter #8
5	9/29	MID-TERM EXAM	
	10/3	Chapter 6: Standardized Recipes and Recipe Costing	Quiz #7: Chapter #5
6	10/6	Chapter 7: Menu Pricing	Quiz #8: Chapter #6
	10/10	Chapter 11: Evaluation: Menu Analysis and Adjustment	Assignment #4: Food Costing/Menu Pricing Quiz #9: Chapter #7
7	10/13	Review: Final Exam	Quiz #10: Chapter #11
	10/17	FINAL EXAM & FINAL PROJECT DUE	Final Project Due
8			
9			

*****Topics and schedule are subject to change*****