Purchasing and Menu Planning

COURSE: HMR 252-d01    SPRING 2013

CREDITS: 3 in room WDC 310

COURSE DESCRIPTION:
This course includes the presentation of materials and managerial information needed for the operation of a hotel, motel or food establishment. It includes the study of purchasing functions, organization, policies, and sources of supply, quality concepts, pricing, store keeping, and the forecasting of food, beverages, and other supplies. Menu planning, an integral part of successful purchasing, is also covered since one function is dependent upon the other. Hours: 39 lecture. Usually offered in the spring.

HOURS: 12:45 a.m. – 2:15 p.m. Mondays and Wednesdays

TEXT: Profitable Menu Planning (4th ed) by Drysdale, J.A. & Galipeau, J.A.

INSTRUCTOR: Dr. Scott Dahlberg Ed.D. (W) 410-572-8719, sdahlberg@worwic.edu
Office Hours: 8:30 - 9:00 a.m. MW & 9:30 - 11:30 a.m. TR

FINANCIAL AID/SCHOLARSHIPS: www.fafsa.ed.gov

REFERENCES:
The following texts are used in class but you are not required to purchase these books or videos:
Educational Foundation.
The Menu and The Cycle of Cost Control (3rd ed). by McVety, Marshall, and Ware

COURSE OBJECTIVES:
Upon completion of this course the student should be able to:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Assessment Goals</th>
<th>&amp; Strategies</th>
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<tbody>
<tr>
<td>1 Explain the process of opening a restaurant on the eastern shore GEO’s 1,2,3,7,8</td>
<td>a. Identify the components of a feasibility study for creating a restaurant</td>
<td>Test questions</td>
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<td>b. Acquire data about area customers, competitors, purveyors and services needed to open various types of food service operations</td>
<td>Major project</td>
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<td>c. determine restaurant concepts that match research findings</td>
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</table>
|   | Identify factors that must be addressed when creating a restaurant menu. GEO’s 1,2,3,7,8 | Determine the following factors as part of creating a menu:  
a. number of food offerings within each heading  
b. variety of cooking techniques  
c. sensory experiences in the food choices  
d. nutritional qualities of menu offerings  
e. legal and ethical considerations, especially truth in menu item descriptions  
f. skills of the labor force in the area  
g. the needs of the desired customer | Test questions  
Major project |
|---|---|---|---|
| 3 | Identify decisions to be made pertaining to the layout and design of a menu GEO’s 1,2,3,4 | Compare and contrast the use of the following variables:  
a. menu graphics and design  
b. font types and sizes  
c. paper size, weight, and color  
d. menu headings, descriptors, and sequencing of the offerings  
e. menu covers | Test questions  
Major project |
| 4 | Identify proper procedures and controls for purchasing, receiving, and storing materials (especially food) when operating a food service establishment GEO’s 2,3,4 | Design procedures and controls for the following:  
a. maintaining adequate supplies  
b. maintaining quality standards  
c. minimizing the investment  
d. maintain a competitive position  
e. obtain an acceptable Edible portion cost  
f. determine duties performed by receiving personnel  
g. recognize hazards common to the improper receiving and storage of food  
h. identify factors in controlling food inventory | Test questions |
| 5 | Incorporate mathematical formulas into concepts commonly used when purchasing food GEO’s 1,2,3,4,7,8 | a. Given a standard recipe, apply yield formulas to determine the amount of raw materials to purchase as well as the edible portion cost  
b. determine whether a menu item will be purchased ready-made or produced in your restaurant  
c. perform recipe conversions to reflect the number and size of the portions required  
d. create recipe cost cards via recipe mapping  
e. price coffee, and a salad bar | Test questions  
Major project |
| 6 | Correctly purchase foods recognized as needing special attention due to factors such as handling, cost, shelf life, and availability GEO’s 1,2,3,8 | Identify and discuss the following products as pertaining to their unique characteristics:  
a. herbs and spices  
b. cheese  
c. oil  
d. meat products  
e. seafood | Test questions |
COURSE CONTENT

Lesson 1 (January 14)  Introduction and restaurant concept planning

Lessons 2  Determine market needs and demographic composition

Lessons 3 - 5  Menu structure, design, entrée offerings and descriptions
- Video series on menu the menu development process
- Begin creating your menu

Lessons 6 & 7 (2/4 & 6)  Purchasing functions
- Portions from “Hospitality Cost Control” by Asch

Lesson 8 (2/11)  Receiving procedures
- Portions from “Hospitality Cost Control” by Asch

Lessons 9 & 10 (2/13 & 18)  Handling food inventories
- Portions from “Hospitality Cost Control” by Asch

MIDTERM (February 20, 2013)

Lessons 11 & 12 (2/25 & 27)  Purchasing from SYSCO via the internet
- Discussion on “value” and “quality”
- Understanding invoices
- Using the computer to purchase food

Lessons 13 & 14(3/11 & 13)  Recipe Mapping (from Restaurant startup & growth magazine)

Lessons 15 & 16(3/18 & 20)  Mathematics in the kitchen (including pricing of menu items)
- Recipe conversions
- Costing coffee
- Costing a salad bar

Lessons 17 & 18(3/25 & 27)  Brief discussion of the use of the following menu items:
- Cheese
- Oil
- Herbs and spices

Lessons 19 & 20 (4/1 & 3)  Purchasing protein (seafood and beef primarily)

Lessons 21 – 25(4/22)  Reserved for guest lectures, review and the completion of recipe mapping and menu

FINAL EXAMINATION:  MONDAY, April 29 from 12 NOON – 2:00 P.M.

MAJOR PROJECT: Each student will create a 2 page menu based upon a fictional restaurant on the lower eastern shore of Maryland. This menu will be created to the extent that it could be used in the restaurant. Therefore, the name, fonts, type sizes, graphics, paper type and arrangement of the items within the menu must be considered. The menu must adhere to legal, marketing, and costing considerations discussed in class. Some consideration will also involve
the size and design of the fictional restaurant. The menu should not be a prix fixe menu. It must be designed for American style service. Please, no covers or lamination. Include a 2 page double paged description of your restaurant and its typical customer demographics. You must use the media center in creating the menu and document your media center findings. Students will receive a failing grade for the project if the instructor can show that the menu is nothing but a copy of an existing menu. Two menu entrees will be used in Recipe mapping.

ATTENDANCE POLICY: The student will be awarded credit for each session attended. No points can be made up for an absence. You can lose points for attending class late, being unprepared or inattentive, or leaving early.

DATES TO NOTE:
- Joint County Dinner Meeting: February 27, 2013
- Ocean City Trade Show: March 3 & 4, 2013
- Spring Break: March 4th - 8th, 2013
- Dessert Theater: March 15 - 16, 2013
- WWCC Job Fair and Career Expo: March 20, 2013
- Early registration for Summer and Fall Classes begins: March 25th
- Last day to withdraw: March 27, 2013
- Commencement: 7p.m. May 7, 2013

BLACKBOARD: Blackboard is used as a supplementary site in this course. Therefore, you need to have access to a computer with an Internet connection (MTC 200, AAB 217, HH 100, GH 204, WDC 305). Go to the Wor-Wic home page, find Quick Links (top-right) and click on Blackboard login. Enter your Wor-Wic user ID and password.

CLASS INFORMATION
- quizzes cannot be made up unless previously announced.
- Students are responsible for the assigned chapters even if time constraints result in the information not being covered in class.
- Laptop computers are allowed only in the back row of the classroom to prevent them from being a distraction to other students and the professor.
- Students must supply their own calculators. No cell phone calculators
- Cell phones if used must be used outside of class and set to vibrate or turned off during class. Text messaging in class will result in loss of class attendance points

METHODS OF EVALUATION:

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<tr>
<th>Category</th>
<th>Weight</th>
<th>Points</th>
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<tr>
<td>Attendance, homework, media center projects, and quizzes</td>
<td>20%</td>
<td>Attendance = 50, Homework &amp; quizzes = to be determined during the semester</td>
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<tr>
<td>Major Project</td>
<td>20%</td>
<td>100</td>
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<tr>
<td>Midterm exam</td>
<td>25%</td>
<td>100</td>
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<td>Final exam</td>
<td>35%</td>
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<td>Total</td>
<td>100%</td>
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*Many of the test questions will come from assigned material from the book. Students are responsible for the book chapters even if the material is not covered during the class.

**GRADING:**

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<td>A</td>
<td>100 – 90</td>
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<td>B</td>
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<td>C</td>
<td>79 – 70</td>
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<td>D</td>
<td>69 – 60</td>
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<td>F</td>
<td>59 – 00</td>
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**ACADEMIC HONESTY POLICY:** Academic honesty is expected of all students. This includes both cheating and plagiarism (look up definitions if unclear). Students caught violating this policy risk receiving an "F" representing the lowest percentage score for the exam or assignment in question. Students appeals are possible by referring the alleged violation to the student-faculty disciplinary committee as explained in the catalog appendix.

**ATTENTION:** In the event of a flu epidemic or other emergency that results in the suspension of classes, faculty will be communicating with students about their courses and course requirements, such as assignments, quiz and exam dates, and class and grading policies, via faculty websites or Blackboard. Students will be responsible for completing all these assignments in accordance with class policies. Information about the resumption of classes will be communicated via the College's website and email system.

**GOOD LUCK THIS SEMESTER! I LOOK FORWARD TO WORKING WITH YOU.**