

# HOSP-2330: MENUS AND FACILITIES PLANNING & DESIGN

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## Cuyahoga Community College

**Viewing: HOSP-2330 : Menus and Facilities Planning & Design**

**Board of Trustees:**

January 2022

**Academic Term:**

Fall 2022

**Subject Code**

HOSP - Hospitality Management

**Course Number:**

2330

**Title:**

Menus and Facilities Planning & Design

**Catalog Description:**

Study of the central role of the menu in food and beverage operations. Comprehension and application of principles of nutritional guidelines in the menu planning process with an emphasis on locally grown and sustainable agriculture. Practice in menu development, pricing, layout and evaluation to facilities design and layout to provide for profitability. Computer generated menus and facilities layout. Planning and evaluation of facilities and selection of appropriate equipment. Field trips may be required.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

HOSP-1451 Contemporary Cuisine, HOSP-2500 Hospitality Cost Control or concurrent enrollment; and HOSP-2700 Hospitality Purchasing or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Develop a concept and menu, including location, demographics, targeted market, design, section headings, prices, and description of menu items.

**Objective(s):**

1. Explain the functions of a menu and how it relates to the total operation.
2. Determine menu prices utilizing proper costing methods and various pricing techniques.
3. Demonstrate how the menu and menu changes guide other areas of the operation.
4. Analyze menus for labor, equipment, and service requirements.
5. Analyze components of a market study and their impact on a menu.
6. Discuss factors that influence a person's food choices.
7. Examine and use "truth in menu" guidelines when developing menus.
8. Explain principles of menu layout and design.
9. Discuss principles of menu planning.
10. Develop and correctly use descriptive menu terms.

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**Course Outcome(s):**

Develop menus using locally grown products.

**Objective(s):**

1. Discuss the health and environmental benefits of sustainable agriculture.
2. Define and discuss "organic" as it relates to menu planning and nutrition.
3. Identify seasonality of a specific region.

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**Course Outcome(s):**

Evaluate a menu for profitability.

**Essential Learning Outcome Mapping:**

Quantitative Reasoning: Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs.

**Objective(s):**

1. Produce a complete menu including food costs, profit margins.
2. Discuss nutritional analysis of menu items.
3. Discuss the marketplace, competition, market capture and the sustainability of a menu from a financial perspective.

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**Course Outcome(s):**

Develop facility layout according to menu and operational needs; energy efficiency/sustainability, maintenance and health, fire and building codes.

**Objective(s):**

1. Create a design layout, as well as a scale model and/or layout.
2. Discuss health, fire and building codes and how they would relate to layout of buildings.
2. Produce heavy and small equipment specifications.
3. Layout equipment in accordance to operational needs; maximizing both labor and energy efficiency.
4. Identify current requirements of the ADA in relation to facility design and layout.
5. Outline the recycling process flow in hospitality facilities.
6. Design to scale, a selected basic kitchen unit, dining room.
7. Demonstrate space allocation through layout of a property.
8. Identify the types of parking areas including drainage and repair.
9. Describe various ways to reduce energy costs.
10. Discuss typical utilities used in hospitality facilities and preventative maintenance schedules.

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**Methods of Evaluation:**

1. Class participation
2. Quizzes and exams
3. Menu-writing and design projects
  - a. Concept
  - b. Location
  - c. Selection/menu mix
  - d. Costing and pricing menu items
  - e. Descriptive copy
  - f. Layout and appearance
  - g. Final copy
4. Menu evaluations and analyses
5. Facilities Design Project
  - a. Concept
  - b. Location
  - c. Descriptive copy
  - d. Layout and appearance
  - e. Final copy

**Course Content Outline:**

1. Introduction
  - a. Profile of foodservice operations
  - b. Menu as central to operations with respect to kinds of facilities, equipment, labor and skill levels, and types of service
  - c. Sustainable agriculture
  - d. Trends
2. Components of the market study and life cycle
3. Planning menus

- a. Who writes the menu
- b. Review of menu writing basics
- c. Characteristics of various menus
- d. Structure and patterns
- e. Menu terminology
- f. Resource materials
- g. Truth in menus
4. Nutrition in menu planning
  - a. Factors influencing food selection
  - b. Implications of nutrition in food selection and menu planning
    - i. Relationship of food to health
    - ii. Necessity of knowledgeable employees
    - iii. Benefits of offering healthy menus
    - iv. Utilization of locally grown and sustainable agriculture
      1. Health benefits
      2. Environmental benefits
      3. Organic products/ingredients
      4. Regional seasonality
5. Understanding nutrition basics.
  - a. The nutrients: identification, functions, sources
  - b. Essential nutrients
  - c. USDA My Plate
  - d. Processes of human digestion
  - e. Principles of weight control
  - f. Cooking & storage techniques to maximize retention of nutrients
  - g. Resources for nutrition information
6. Menu costing and pricing
  - a. Evaluation of food cost percentages
  - b. Evaluation of profit margin
7. Menu mechanics
  - a. Producing a menu
  - b. Evaluating menus as a merchandising tool
8. Introduction to hospitality facility management and design
  - a. Roles played by hospitality facilities
  - b. Operating costs
  - c. Construction costs
  - d. Management contracts
  - e. Management responsibilities
  - f. Facility concerns related to facility management
9. Design project/spec book
  - a. Culinary/restaurant management students
    - i. designing a kitchen and dining room to include all large equipment, tables, and chairs
    - ii. including specifications sheet with design
  - b. Goals of maintenance
  - c. Maintenance systems
  - d. POM
  - e. Laundry maintenance
10. Safety, security, and telecommunications systems
  - a. Relationship between design maintenance and safety
  - b. Fire prevention, notification, detection, and suppression
  - c. Key control
  - d. Telephone systems
11. Food service equipment and waste management
  - a. Food preparation, cooking, ware-washing, and miscellaneous equipment
  - b. Maintenance for common types of food service equipment
  - c. Flow in a kitchen
  - d. Solid waste disposal: cost, reduction, and pollution control
  - e. Recycling

12. Food service equipment design: kitchen and dining room emphasizing flow, work simplification, cost controls, and safety
13. Energy management and building structure
  - a. Reducing electrical and fossil fuel usage and cost
  - b. Reducing boiler and chiller energy costs
  - c. Energy management equipment
  - d. Building structure
  - e. ADA requirements
14. Parking area
  - a. Types of concrete and asphalt
  - b. Repairing concrete and asphalt
  - c. Drainage
  - d. ADA requirements
15. Food service design and renovation
  - a. Concept development for food service facilities
  - b. Regulations affecting construction and operation
  - c. Facility layout
  - d. Work station areas
  - e. Design consultant
  - f. ADA regulations
  - g. Kitchen renovation

## Resources

Bender, David. *A Dictionary of Food and Nutrition*. Fourth Edition. New York, Oxford University Press, 2014.

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The Culinary Institute of America. *The Professional Chef's Techniques of Healthy Cooking*. 4th ed. New York: Reinhold, 2013.

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Cooper, Ann. *Bitter Harvest*. 1st Edition. New York: Routledge, 2000.

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Drummond, Karen and Breferre, Lisa M. *Nutrition for Food Service and Culinary Professionals*. 9th Edition. New Jersey: John Wiley & Sons, 2016.

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Fields, Roger. *Restaurant Success by the Numbers, A Money Guy's Guide to*. 2nd Edition. New York: Random House, 2017.

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Kotschevar, Lendal. *Management by Menu*. 4th Edition. New Jersey: John Wiley & Sons, 2007.

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McVety, Paul J. and Ware, Bradley J. *Fundamentals of Menu Planning*. 3rd Edition. New Jersey: John Wiley & Sons, 2009.

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Petrini, Carlo and Padovani, Gigi. *Slow Food Revolution*. 1st Edition. New York: Rizzoli, 2006.

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Vinton, Sherri-Brooks and Espuelas, Ann Clark. *The Real Food Revival*. 1st Edition. New York, The Penguin Group, 2005.

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Stipanuk, David M. *Hospitality Facilities Management and Design*. 4th Edition. Lansing, Mich. : Educational Institute, American Hotel & Lodging Association, 2015.

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Birchfield, John. *Design and Layout of Foodservice Facilities*. Hoboken, N.J. : J. Wiley, 2008.

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"Cooking for Profit"

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"Restaurant Hospitality"

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"Restaurants and Institutions"

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"Independent Foodservice Management"

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## Resources Other

### V. RESOURCES MAY INCLUDE ANY OF THE FOLLOWING:

1. Bender, David. A *Dictionary of Food and Nutrition*. Third Edition New York, Oxford University Press, 2009.
2. CIA. *The Professional Chef's Techniques of Healthy Cooking*. 2nd ed New York: Reinhold, 2000.
3. Cooper, Ann. *Bitter Harvest*. 1st Edition New York: Routledge, 2000.
4. Drummand, Karen and Brefere, Lisa M.. *Nutrition for Food Service Professionals*. 5th Edition New Jersey: John Wiley & Sons, 2004.
5. Fields, Roger. *Restaurant Success by the Numbers, A Money Guy's Guide to* . 1st Edition New York: Random House, 2007.
6. Kotschevar, Lendal. *Management by Menu*. 4th Edition New Jersey: John Wiley & Sons, 2007.
7. McVety, Paul J. and Ware, Bradley J.. *Fundamentals of Menu Planning*. 3rd Edition New Jersey: John Wiley & Sons, 2009.
8. Petrini, Carlo and Padovani, Gigi. *Slow Food Revolution*. 1st Edition New York: Rizzoli, 2006.
9. Vinton, Sherri-Brooks and Espuelas, Ann Clark. *The Real Food Revival*. First Edition New York, The Penguin Group, 2005.
10. Stipanuk, David M. *Hospitality Facilities Management and Design* . 3rd ed. Lansing, Mich. : Educational Institute, American Hotel & Lodging Association, 2006
11. Birchfield, John. *Design and Layout of Foodservice Facilities*. Hoboken, N.J. : J. Wiley, 2008.
12. Trade Journal. "" *Cooking for Profit* .
13. Trade Journal. "" *Restaurant Hospitality* .
14. Trade Journal. "" *Restaurants and Institutions* .
15. Trade Journal. "" *Independent Foodservice Management* .

### VI. ADDITIONAL RESOURCES:

1. Website: National Food Processors Association (NFPA)<http://nfpa-food.org>
2. Website: FDA Center for food safety and applied nutrition. <http://vm.cfsan.fda.gov/list/html> (<http://vm.cfsan.fda.gov/list/html/>)
3. Website: Veggie U <http://www.veggie.u.org/about-chefsgarden.htm>
4. US Foodservices Purchasing, Nutrition and Costing software
5. Website: USDA MyPyramid.gov <http://www.cnpp.usda.gov/default.htm>
6. Equipment catalogs.
7. Website: All Food Business [http://www.allfoodbusiness.com/restaurant\\_layout.php](http://www.allfoodbusiness.com/restaurant_layout.php)
8. Website: Webb Food Service Design <http://www.webbfoodservicedesign.com/>

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