

Montgomery County Community College
CUL 150
Menu & Cost Control
3-3-0

COURSE DESCRIPTION:

This course allows students the opportunity to evaluate sales menus and apply the skills relevant to the development and design of the sales menu in a food service operation. Additionally, students will learn the importance and use of the proper tools and documents needed to control food and beverage costs and analyze sales. This course introduces labor and overhead expenses, as well as an introduction to the income statement as a method of evaluating a business's success.

REQUISITES:*Previous Course Requirements*

BPA120 Introduction to Baking & Pastry or CUL120 Introduction to Culinary Techniques
ENG 011 Basic Writing II
MAT 080 Fundamentals of Mathematics
REA 011 Fundamentals of College Reading

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Employ basic menu planning principles, layout, and design.	Written Assignments Lecture Case Studies	Written Exam Course Project
2. Create menu item descriptions following established truth in menu guidelines.	Written Assignments Lecture Case Studies	Written Exam Course Project
3. Calculate a recipe giving the overall cost, portion cost, and menu sales price.	Written Assignments Lecture	Written Exam Course Project
4. Analyze a variety of menus (e.g., a la carte, seasonal, cycle, holiday, banquet, and buffet)	Written Assignments Lecture	Written Assignment
5. Explain profit and loss statements with	Written Assignments Lecture	Written Assignment

emphasis on inventory and labor controls	Case Studies	
6. Calculate yield percentage to track cooking and cutting loss and determine the new yield and cost per portion.	Written Assignments Lecture	Written Exam Written Assignment
7. Identify controllable and variable expenses and discuss how prime costs can contribute to the overall variable costs.	Written Assignments Lecture	Written Exam Written Assignment
8. Analyze and calculate labor costs and percentages to include employee meals, benefits, fixed and variable labor hours.	Written Assignments Lecture	Written Exam Written Assignment

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Director of Educational Effectiveness. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Lecture: Course Overview, Syllabus Review, The Foodservice Industry Today, Concepts and the Strategic Business Plan
2. Lecture: Developing and Designing the Sales Menu
3. Lecture: Standards, Measurements, Recipes, and Formulas, Determining Portion Costs and Selling Prices
4. Lecture: Analyzing and Budgeting Sales and Costs, Purchasing Controls
5. Lecture: Receiving Controls, Storage, and Inventory Controls
6. Lecture: Daily Production Controls
7. Lecture: Sales Controls and Analysis
8. Lecture: Labor Cost Controls and Analysis
9. Course Project & Final Exam

LEARNING MATERIALS:

The Menu & The Cycle of Cost Control 6th edition
 Authors: Susan D. Marshall, Paul J McVety, and Bradley J. Ware

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Joseph Jacques

Date: 10/2023

VPAA or designee Compliance Verification:

Date: 4/1/2024



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This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.