

Montgomery County Community College
 CUL 270
 Culinary Entrepreneurship
 3-3-0

COURSE DESCRIPTION:

This course introduces students to concept development and business plan writing. Students will complete a business plan and market analysis based on real life scenarios. Topics include forms of business ownership, concept development, menu analysis, inventory, staffing, marketing and financials. There will be research of food industry success and failure examples of restaurants and concepts. Profit and loss statements will also be taught and researched. This class is an accumulation of business foundations to succeed within the hospitality & food service industries.

REQUISITES:

Previous Course Requirements
 CUL 220 Menu Planning

Concurrent Course Requirements
 None

Upon successful completion of this course, the student will be able to:

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Identify various conceptual ideas to formulate a working concept for an industry business.	Written assignments & Lecture	Written Project
2. Develop a working business plan.	Written assignments & Lecture	Written Project
3. Discuss the importance of financial reports.	Written assignments & Lecture	Written Project & Written Exam
4. Discuss different market analysis scenarios.	Written assignments & Lecture	Assignment
5. Present a restaurant/ food service concept.	Written assignments & Lecture	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 Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Lecture: Course Overview, Intro to Business Plan & Forms of Business Ownership
2. Lecture: Concept Development, Menu Analysis & Critique
3. Lecture: Standardized Recipes & Market Assessment
4. Lecture: Floor Plans, Equipment & Smallwares
5. Lecture: Marketing, Menu Analysis with Standardized Costing
6. Lecture: Inventory Management & Control
7. Lecture: Staffing Guides & Scheduling
8. Lecture: Financials
9. Final Exam.

LEARNING MATERIALS:

Wade, Donald. Successful Restaurant Management From Vision to Execution. New York. Delmar Cengage Learning. 2006.

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: Christopher Allen Tanner, CEC, WCC, CHE, AAC Date: 11/28/2012

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 1/14/2013

Revised by: Francine Marz, MBA, CEC
Director of The Culinary Arts Institute

Date: 8/24/2015

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 12/22/2015

Revised by: Joseph Jacques

Date: 6/27/2023

VPAA or designee Compliance Verification:



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.