New York City College of Technology, CUNY
Department of Hospitality Management

MENU PLANNING & DESIGN
HMGT 4992
Spring 2018

Instructor	Dr. Amit Mehrotra	Course Section	D489
E-mail	amehrotra@citytech.cuny.edu	Day	THURSDAY
Phone	718-260-5635	Location	N226
Office	Namm 200	Time	4:00 PM – 5:48 PM
Office Hours	Wed-2:00-3:30, Thurs-2:30-4,	Class Hours	2
	Or by Appointment	Lab Hours	0
		Credits	1

Course Description
Understanding the role of menu planning and design in historic and contemporary terms. Exploration of pricing strategies, design elements, seasonal and theme-based fare, kitchen expertise, market segmentation and customer perceptions.

Course Objectives
Upon completion of HMGT 4992, student will be able to
   a) Identify and analyze the elements of a successful menu.
   b) Debate trends in menu development.
   c) Interpret menu price strategies in relation to marketing strategies.
   d) Explore the components of menu description, layout and design.
   e) Develop and evaluate a menu for a food service operation.

Prerequisites
HMGT 2303

Student Learning Outcomes	Method of Assessment
a. Identify and analyze the elements of a successful menu.	Discussion Board Posting
b Debate trends in menu development.	Case Studies SWOT analysis Presentation
c. Interpret menu price strategies in relation to marketing strategies.	Menu Costing Sheet
d. Explore the components of menu description, layout and design.	Term Project Designed and Completed Menu
e. Develop and evaluate a menu for a food service operation.	Presentation Term Project Designed and Completed Menu

Reference Text
Education Foundation. *Menu Marketing and Management.* Chicago: National Restaurant Association, 2007.

Required Reading / Listening/Viewing/ Blogging / Reference
New York Times Wednesday "Dining In Dining/Out" and "Cooking" section
Culinary Institute of America Podcast
Blogging on the Discussion Board (As per guidelines from the instructor)
Menu collection from the New York Public Library and Ursula C. Schwerin Library at NYCCT
Videos on Ingredients and Menu Planning

Suggested Websites / Browsing & Download Instructions
A list of important web resources will be reviewed in the class.

Course Requirements/Assessment/ Grading

CLASSWORK /HOMEWORK ASSIGNMENTS	15 POINTS
MENU DRAFT	25POINTS
STANDARD RECIPE & COSTING	10 POINTS
MENU FINAL	35 POINTS
PRESENTATION	10 POINTS
PARTICIPATION	5POINTS

Statement of Intent / Purpose: Student(s) will submit a one page statement of intent and purpose explaining on the kind of menu they want to create i.e. breakfast, diner, high-end French, fusion cuisine etc. The paper should also include the reasoning and support for their choice.

Ingredient(s) and Menu of the Week
Each week, two students will share a "new" or a "style" ingredient. Additionally, the same students will also share a researched menu that uses a unique style of presentation and content.

SWOT Analysis: Students will prepare a one-page SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for their menu concept.

About class assignments: Throughout the semester, there will be various homework assignment and in class activities. Students will be expected to:
- Complete all assignments as directed by the instructor.
- Participate in class room discussions and activities.
- Share ideas, trends and resources during the design process.

Menu Draft: A draft layout of the menu is due on week five (5) of the course.

Menu Final: Final Menu (Customer ready – Electronic and a hard copy) is due on the last day of the course.

Note:
For written assignments**,** the use of Writing Assistance Services (WAS) in the Atrium Learning Center is strongly encouraged and will be required for many assignments. In addition to the review provided by tutors, all work should be proofread prior to submission for a grade.

Grading Procedures

93 – 100	A
90 – 92.9	A -
87 – 89.9	B+
83 – 86.9	B
80 – 82.9	B -
77 – 79.9	C+
70 – 76.9	C
60 – 69	D
0 – 59	F

Attendance Policy
The department policy for attendance follows the rules printed in the college catalog. A student may be excused without penalty for up to 10% of a course's meeting time. Every lateness (up to 10 minutes after the scheduled start time) equals ½ absences. As stated in the catalogue, "If a student's absences exceed the limit for a given course or component, the instructor will alert the student that a grade of 'WU' may be assigned."
Classes will begin promptly and attendance will be taken. It is the responsibility of the student to inform the instructor of attendance if the student arrives late.

Week #	Date	Lecture Topic	Required Reading	Assignment Due
1	Thursday Feb 1	Review of Syllabus; Overview and expectations of course. Course requirements, Menu samples		**WORK ON - Statement of Intent / Purpose due (Post on Blackboard – Week 2) - This should include menu basics, proposed name, format, and proposed items etc. (1-2 pages)**
2	Thursday Feb 8	Menu Resources / Podcasting and "Menu Planning" discussion. Role of Demographics, Location, Psychographics, Ingredients, Labor, Space.		**Statement of Intent / Purpose due (Post on Blackboard) - This should include menu basics, proposed name, format, and proposed items etc. (1-2 pages)** **Meeting with Communication Design at 4:00 p.m. Menu info. sheet due.**
3	Thursday	Meeting with Communication Design		**Meeting with Design dept at 4 p.m.**

	Feb 15	at 4:00 p.m. Explanation on "menu repository". Menu Trends. Role of Social Media.	
4	Thursday Feb 22	Meeting with Communication Design at 4:00 p.m. Discussion on the design progress. Menu Trends – Items/Presentation	**Menu SWOT Analysis** **(Post on Blackboard) with your** **name (1- page).**
5	Thursday Mar 1	Meeting with Communication Design students at 4:00 p.m. Menu Trends. Customization.	**Meeting with Design dept. at 4** **p.m. Menu draft from the** **design department (Electronic** **Review by Professor)**
6	Thursday Mar 8	Meeting with Communication Design students at 4:00 p.m. Discussion on final menu status. Discussion on Presentation. The Final Steps.	**Oral Presentation (3-5minutes)** **Standard recipe and costing** **due (Submit electronically on** **Blackboard) for three (3) items** **using the recipe costing** **template.**
7	Thursday Mar 15	<u>Final Menu due/Presentations</u> (As per guidelines by the Professor) Wrap Up, closing remarks, and course evaluations.	**Final Menu (Hardcopy and** **Electronic)**

Weekly activities are subject to change. Electronic submissions follow the guidelines from the Professor.

MISSION STATEMENT
The mission of the hospitality management department of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission the department will:
offer a comprehensive applied management curriculum;
provide students with the necessary professional and communications skills for successful careers;
foster an understanding of social responsibility through involvement in community service.

NYC COLLEGE OF TECHNOLOGY POLICY ON ACADEMIC INTEGRITY
Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College policy on Academic Integrity may be found in the catalog.

STATEMENT ON PLAGIARISM
As stated in the college catalog (page 52), "plagiarism is the act of presenting another person's ideas, research, or writings as your own." Plagiarism will not be tolerated.

STATEMENT OF CLASSROOM BEHAVIOR
Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem--- free of fear, humiliation, intimidation, offensive or suggestive language.

USE OF ELECTRONIC DEVICES
As stated in the Student Handbook (page 66), the use of cellular phones and audio equipment in all academic and study an area of the college is prohibited. Cellular phones, beepers, pagers, I Pods, etc.must be turned off during class sessions. Students are not permitted to take calls or text message during class or to leave the classroom during scheduled class time to conduct a conversation. Students may not use their cell phones as calculators.

ORAL PRESENTATION STYLE STATEMENT:
The hospitality management department has developed a standardized format for all oral presentations. Refer to oral presentation rating form and *Effective Speaking Guidelines.*

WRITING STYLE STATEMENT
The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association, 5th edition as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website http://library.citytech.cuny.edu/instruction/papersupport.html for APA Style Guides.

Unless otherwise instructed, all papers are to be simply bound with a staple in the upper left-hand corner. No report covers are to be used. All papers must be computer generated, double-spaced on white bond or computer paper (8½ ″ x 11″ with no holes), standard margins (1″ top x 1″ bottom x 1″ left x 1″ right), Courier or Times Roman typeface, 12 points.   Correct spelling, sentence structure and grammatical construction are expected. Proofreading is a given!

Standard title (cover) page must include assignment name centered on the title page; one double space below, type student's name; one double space below, type course title / section number; one double space below, type instructor's name; one double space below, type due date; all entries are centered under assignment name. Exceptions to standardized format: Memoranda follow a standard memo format. Internship reports must be spiral bound.