NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 225 - MENU PLANNING AND DINING ROOM SERVICE (3 CR.)

Course Description

Covers fundamentals of menu writing, types of menus, layout, design and food merchandising, and interpreting a profit and loss statement as it relates to menu pricing. Analyzes menus for effectiveness. Instructs on proper dining room service, customer seating, and dining room management. Emphasizes use of computer in management of food service operations. Lecture 3 hours per week.

General Course Purpose

The purpose of the course is to provide the student with an understanding of the importance of the menu as a primary tool for management for food merchandising, menu pricing, and for planning equipment and layouts. To instruct the student on the various styles of dining room service and beverage service.

Course Prerequisites/Corequisites

None

Course Objectives

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

➢ differentiate between various menu types and identify their strengths, challenges, and limitations
➢ identify essential elements of successful menus
➢ develop well planned menus
➢ illustrate the use of the menu as a planning tool
➢ explain the use of the menu in food control
➢ describe how the menu reflects the character of the establishment
➢ critique and improve menus
➢ prepare cycle, static, and market menus
➢ use demographic data to plan and merchandise the menu
➢ use the display of food items as selling stimulus
➢ greet and seat guests properly
➢ correctly suggest menu items in order to increase sales per cover
➢ serve beverages and food properly
➢ identify various types of service

Major Topics To Be Included

- Types of Menus
- Customer Demographics
- Planning the Balanced Menu
- Types of Service
- Costing and Pricing
- Menu as a Communication Medium
- Menu Change
- Static, cyclical and market menus
- Ethnic Menu
- Merchandising
- Accuracy in Menu Terminology
- Evaluating Effectiveness of Menu
- Food and Beverage Cost and Pricing