J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: HRI 224   **Credits**: 3

Course Title: Recipe and Menu Management

Course Description: Presents a comprehensive framework for creating and evaluating recipes and menus for commercial and non-commercial food service operations. Requires students to use microcomputer software to design recipes, recipe files, and menus. Teaches students menu engineering analysis and methods for optimizing menu contribution margin. Prerequisites: HRI 159 (or equivalent) and HRI 251. Lecture 3 hour per week.

General Course Purpose: This course consists of an integrated study of creative, nutritious, and cost effective recipes and menus.

Course Prerequisites and Co-requisites:
Prerequisites: HRI 159 (or equivalent) and HRI 251

Student Learning Outcomes:
Upon completing the course, the student will be able to
a. Identify the various roles of the menu;
b. Discuss the creation of a culinary concept for an enterprise;
c. Identify and differentiate between different types of menus and menu cycles;
d. Identify controlling factors in menu planning;
e. Maintain a recipe database;
f. Describe the cost factors and controls that impact menu planning;
g. Identify menu pricing theories and utilize appropriate pricing practices;
h. Analyze menus for contribution to gross operating profit;
i. Create daily specials that foster the operation's objectives;
j. Describe principles of effective menu visual design and layout;
k. Identify computer applications for recipe and menu management; and
l. Create a recipe file, utilize recipes to create a menu, engineer the menu to generate optimal profitability, create menu visual design and layout, and forecast net income for an accounting period by combining projected contribution margins and respective expenses.

Major Topics to Be Included:
a. Menu design, styles, and cycles
b. Design and creation of culinary concepts
c. Recipe database
d. Cost factors and controls
e. Menu pricing: theories and practices
f. Computer applications for recipe and menu management
g. Profit and loss statements; contribution margin
h. Inventory management and ingredient cross-utilization
i. Ingredient sourcing, can cutting, as purchased vs. edible portion, primal vs. sub-primal vs. portion control (pcs)
j. Customer psychology
k. Marketing strategies and advertising and alternative methods including social media

Date Created/Updated (Month, Day, and Year): January 14, 2019