



THE CULINARY INSTITUTE OF MICHIGAN\*  
A DIVISION OF BAKER COLLEGE

# BAKER COLLEGE

## STUDENT LEARNING OUTCOMES

FBM 2210 Menu Planning and Analysis  
3 Semester Hours

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### Student Learning Outcomes and Enabling Objectives

1. Analyze the basic menu planning principles.
  - a. Identify the principles of menu layout and design.
  - b. Demonstrate an understanding of truth-in-menu development.
  - c. Apply the principles of nutrition to menu development.
  - d. Develop descriptions of menu items.
  - e. Determine menu prices relative to operational procedures using technology.
  - f. Develop menu selections and menu layout for a food service operation.
  - g. Develop recipes that best exemplify the chosen restaurant theme.
  - h. Discuss the availability of food and seasonal menus.
  - i. Discuss menu-planning resources, such as: Internet, professional organizations and vendors.
2. Explore the business tools and techniques used to determine profit or loss, and decision-making in restaurant operations.
  - a. Explore the profit and loss statement and how it is used in food service operations as a tool to determine profitability.
  - b. Calculate menu prices of various items using food cost percentage, gross profit and mark-up methods.
  - c. Identify marketing techniques that can increase sales and profitability of restaurant operations.
  - d. Discuss Importance of product mix and check average, and their impact on profit contribution.

### Big Ideas

1. Business Plan Development
2. Business Concepts
3. Development of Supporting forms/documents

### Essential Questions

1. What are the 1st steps in developing a dining venue concept?
2. How do you determine who your concept's menu appeals to?
3. What are major considerations in determining where to locate your operation?
4. What are the steps to identifying and addressing potential strengths, weaknesses, opportunities and threats in your operation?

5. What steps will you follow to create interest and sustainable demand for your concept?
  6. How will you determine the correct weekly amount to spend on food and labor in your operation?
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These SLOs are not approved for experiential credit.

**Effective: Fall 2022**