



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

Term	Fall
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COURSE CODE	271217015	COURSE NAME	Menu Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	Credits	ECTS	Type	Language
VII	2	0	0	2	6	CORE (X) ELECTIVE ()	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
	X			

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		1
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM		1	60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	Menu concept and classification, menu planning and development, menu cost control, menu pricing, menu analysis, menu design and menu marketing
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COURSE OBJECTIVES	It is aimed to understand and manage menu concepts and types, menu planning and development, menu cost control, menu pricing, menu analysis, menu design and menu marketing processes.
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
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COURSE OUTCOMES	Students taking the course get to know menu types in detail and obtain and apply information about menu planning and development, menu cost control, menu pricing, menu analysis, menu design and menu marketing processes.
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TEXTBOOK(S)	Menu Management- S. Pınar Temizkan, Duran Cankül
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SUPPORTIVE RESOURCES	
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EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS
1	Menu concept and classification
2	Menu planning and development
3	Menu planning and development
4	Menu analysis
5	Menu analysis
6	Cost control on the menu
7	In-Term Evaluation
8	Cost control on the menu
9	Menu pricing
10	Menu pricing
11	Menu design
12	Menu design
13	Marketing on the menu
14	Marketing on the menu
15/16	Final exam

No.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.			X
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.			X
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.	X		
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1:Never. 2:Few. 3:Many.				

Instructor Name :