



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Menu Planning							
Course Code		TRZM253		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Students will be able to win with menu planning, menu costing and adequacy of preparing menu card in this course.							
Course Content		Concept and History of Gastronomy, Concept of Menu and Historical Development, Menu Types, Concept of Menu Planning, Creating Recipe, Cost and Price in Menu							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Menu Management and Menu Planning– HÜSEYİN ALTINEL
2	Food and Beverage Service - Prof. Dr. Mehmet Sarıışık
3	Management of Food and Beverage Service - Asst. Prof. Nilgün Sanalan Bilici - Prof. Dr. Gökalp Nuri Selçuk

Week	Weekly Detailed Course Contents	
1	Theoretical	Concepts of gastronomy and menu
2	Theoretical	Purpose, importance and basic concepts of gastronomy
3	Theoretical	Historical Development of Gastronomy
4	Theoretical	Historical Development of Gastronomy
5	Theoretical	Historical Development of the menu
6	Theoretical	Structure, content, function, process and material in the menu
7	Theoretical	Planning, purpose and importance in the menu
8	Intermediate Exam	Mid-term exam
9	Theoretical	Criteria to be considered in menu planning
10	Theoretical	Menu types
11	Theoretical	Creating a Recipe
12	Theoretical	Cost on the menu
13	Theoretical	Pricing on the Menu
14	Theoretical	Student applications
15	Theoretical	General evaluation
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding information about Gastronomy and Menu
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2	Learning Menu Planning
3	Learning the menu types
4	Understanding cost and pricing in the menu
5	To have detailed information about recipe creation

Programme Outcomes (Tourism and Hotel Management)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	5
P2	5
P3	5
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5
P11	5
P12	5
P13	5

