Subject Code	HOS605
Subject Name	Menu Design and Engineering
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	Menus can significantly influence the success or failure of a food and beverage enterprise. The composition and breadth of menus carry various implications for the business, which must be weighed against market expectations, considerations of food waste and sustainability, and the requirements of diverse operating environments. This subject will delve into diverse menu categories and structures, exploring their contributions to operational success. It will also integrate aspects such as business philosophy, resource availability, target markets, and desired returns into the menu design process. Through analysis of menu performance, students will formulate recommendations aimed at enhancing operational efficiency.

Learning Outcomes	Distinguish between various menu types and styles in different food and beverage contexts.
	Design a menu within given constraints utilising appropriate principles.
	Evaluate the suitability of menus for different food and beverage establishments.
	Integrate theoretical concepts from menu design, revenue management and consumer behaviour to maximise outcomes

Assessments	**Indicative assessments**	**Weighting**
	Poster/Infographic	15%
	Menu	30%
	Peer Feedback	5%
	Analytical Report	50%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to *analyse and critique*, *synthesise and consolidate* knowledge
	Communication skills
	Personal attributes - Analytical skills

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