

Faculty of Higher Education

Subject Code	HOS701
Subject Name	Menu Design and Engineering
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	<p>Menus can have a significant impact upon the success or failure of a food and beverage enterprise. The structure and scope of menus have numerous implications for the business. These must be considered in conjunction with the expectations of different markets and needs of different operating environments.</p> <p>This subject will explore different categories and structures of menus. Students will examine how menus contribute to operational success. The implications of business philosophy, availability of resources, target markets and level of desired returns will be incorporated into the menu design process. Students will analyse and determine menu performance and make appropriate recommendations to make improvements.</p>
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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 and engineering and consumer behaviour to maximise outcomes

Assessments	Details	Weighting
	Report	15%
	Report and Reflection	35%
	Analytical Report	50%

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