### Subject Overview

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.

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.

### 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

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Class test</td>
<td>15%</td>
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<tr>
<td>Report and Reflection</td>
<td>45%</td>
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<tr>
<td>Analytical Report</td>
<td>40%</td>
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### 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