

SOUTHEAST COMMUNITY COLLEGE
COURSE SYLLABUS
Community Services and Extended Learning
Revision Date: 11-07-25

I. CATALOG DESCRIPTION

Course Number: FSDT2012
Course Title: Purchasing and Menu Development
Prerequisite(s): FSDT 1130

Catalog Description: This course guides students through the process of developing a cohesive restaurant concept by integrating market research, brand identity, and menu design. Students will learn to align menu development with target market insights, select and maintain appropriate equipment, and apply effective food purchasing and pricing strategies. By the end of the course, students will be able to create a fully realized restaurant concept that reflects both operational and branding excellence.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Review and integrate recipe conversions and recipe pricing.
- B. Calculate recipe costs and apply them to a multi-stage pricing project with practical scenarios.
- C. Identify key components of a restaurant menu.
- D. Develop and design a full-service restaurant focusing on a defined target market and brand identity.
- E. Identify and categorize commercial food service equipment required to match menu offerings.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Recognize the value of market research in defining your target market.
 - 2. Integrate market research in developing a menu concept based on your defined target market.
 - 3. Identify the core components behind a restaurant's brand identity.
 - 4. Demonstrate brand awareness throughout all elements of the menu concept.
 - 5. Design a full concept restaurant menu based on target market and brand identity knowledge.
 - 6. Identify and categorize restaurant equipment needed to properly execute the designed restaurant menu.
 - 7. Describe and demonstrate procedures required to properly maintain various pieces of restaurant equipment.
 - 8. Understand the key steps essential to proper food purchasing in a foodservice establishment.
 - 9. Prepare and execute a purchasing project that demonstrates comprehension of food purchasing steps.
 - 10. Describe the factors that affect product pricing and explain the importance of using standardized recipes in recipe costing.

- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 3: Critical Thinking and Problem Solving
Outcome 1: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. TBD

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): **TBD**
- B. Other Resources:
 - 1. Note taking materials and calculator
 - 2. Online websites/audiovisuals
 - 3. Class presentations
 - 4. Computer with internet access

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 - 1. Lecture
 - 2. Power Point, Handouts
 - 3. Videos
 - 4. Class Discussion/Presentations/Small Group Work

VII. METHODS OF EVALUATION

- A. Methods of evaluation typically include a combination of the following:
 - 1. Attendance and Participation
 - 2. Exams
 - 3. Homework Assignments
 - 4. Quizzes
- B. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS:

- A. A grade of 70% or better needed in degree program courses.