MGMT-250 : Principles of Menus and Managing Profitability in Foodservice Operations

Whether you manage and/or own a restaurant, operate a catering business, or run a food truck, there are certain fundamental management skills that apply to all foodservice operations. The ability to write well-balanced menus that meet the needs of your customers and are operationally functional and profitable is paramount to success. This course will highlight the basic principles of developing enticing menus that comply with truth-in-menus guidelines, as well as incorporating current research on consumer behavior relative to menu layout, design, and sales that maximize profit. Additionally, this course will focus on the management functions of running a profitable foodservice establishment, including the control process and managing revenue and expenses.

Credits 3
Prerequisites
Culinary Math (MATH-110) or (MATH-111), Mathematical Foundations (MTSC-100).