

MICRO CREDENTIAL COURSE DETAILS

1. Name of Series

Stackable credential (Upskills / Reskills / Development)

2. Name of Course

Menu Planning Masterclass (TRM301M2)

3. Synopsis of Course

Menu planning is initial control point of the operation. The Menu is the most important part of the restaurant concept. Menu expresses the character of a foodservice operation and is largely responsible for its reputation, good or bad. Guests come to restaurants for a pleasurable dining experience and the MENU is the MOST important ingredient in this experience.

This award will equip you with the basic understanding of business plan and its guidance in executing the restaurant project. This award also will enable student to follow the right steps in developing the menu, designing the restaurant layout which based from the concept chosen, maximizing the usage of space for a smooth operation flow system. The importance of marketing campaign through menu also will be one of the focus in this award.

4. For Whom?

- Hospitality and tourism-related Entrepreneurs
- Working professionals
- Teaching Staff
- Students
- General public

5. Course Outcomes

Design your dream from appetizer to dessert

1. Design a restaurant floor plan layout using the existing location & space identified in feasibility study.
2. Develop a complete menu structure and create a menu design from the concept chosen.
3. Create a restaurant business plan using the SWOT analysis data.

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases and tutorials.

Assessments via quizzes and final project/assignment.

7. Duration of Course

4 weeks' course

10 hours total SLT per week

Cumulative learning 40 hours for the total course

8. Level of Course & Micro credential Credit Value

Nil/ Certificate Level (one credit)

9. Course Outline

Design your dream from appetizer to dessert

- The business plan – understand the elements in restaurant business plan
- Menu Development – Menu planning, design, menu mix knowledge
- Facility Design & Layout – Ambience, restaurant layout & equipment space allocation, the operation flow system.
- The food & beverage marketing approach – Menu marketing mix, unique selling point, advertising, merchandising, promotion, selling & upselling.

10. Trainer

Hairul Hisam Bin Bujang, CHT®

Certified Hospitality Trainer AHLEI (USA), Master in Hospitality management (Uitm), B.Sc. (Hons) Foodservice Management (Uitm), Diploma in Chef training (ITM)