

Restaurant Development & Classification Lesson Outline

Goal	In order to design menu, the restaurant must first define its customer profile and menu type. The goal of this lesson is to define menu and restaurant type and comprehend their role in menu management
Objectives	<p>At the end of this lesson students will be able to:</p> <ul style="list-style-type: none"> • Describe food service organizations • Define customer behavior trends • Comprehend what aspects to consider when designing a menu • Distinguish menu types • Understand the role of menu and restaurant type in menu design
Length	This lesson will take approximately two 2-hour sessions to complete.
Content outline	<ul style="list-style-type: none"> ➤ Describing Foodservice Organizations ➤ Defining customer profile ➤ Determining trends in customer behavior ➤ Understanding the relationship between customer behavior pattern and menu design ➤ Defining major menu types ➤ Classifying Restaurants ➤ Determining trends in restaurant development
Learning Activities	<p>Learners will engage in the following activities for this lesson</p> <ul style="list-style-type: none"> • <i>Brainstorming</i> – Have students discuss the current trends in food industry and explain the underlying reasons for those trends • <i>Group/Individual Projects</i> – Students can be asked to do forecast future trends based on the demand pattern of today’s customer. Students can be asked to prepare a survey as part of their projects and interpret their results.
Evaluation Strategy	Students’ mastery of this content may be evaluated through individual/group projects, case studies, exams, and quizzes.