

**Module Title: Revenue and Menu Management****Module Code: B2216****Level: BAICA – 4<sup>th</sup> Semester...Lesson Plan**

<b>S. No.</b>	<b>Units</b>	<b>Topics/Activities</b>
1	Factors that Impact Menu Item Selection	<ul style="list-style-type: none"><li>• Marketing Environment</li><li>• Selecting Menu Items</li><li>• Changing a Menu</li><li>• Internal Operational Concerns when Choosing New Items</li></ul>
2	Meeting Nutritional Needs and Food Preferences of Customers	<ul style="list-style-type: none"><li>• Factors Influencing Food Selection</li><li>• Sources of Nutritional Components on the Menu</li><li>• Nutritional Information for Customers</li><li>• Nutritional Cooking Methods</li><li>• Types of Vegetarian Diets</li><li>• Addressing Food Allergies</li></ul>
3	Menu Layout and Design	<ul style="list-style-type: none"><li>• Purposes of the Menu</li><li>• Relationship of Menu Design to Marketing</li><li>• Menu Psychology</li><li>• Menu Layout and Design Principles</li></ul>
4	Menu Pricing	<ul style="list-style-type: none"><li>• Use of Price in Strategic Marketing</li><li>• Impact of External Environment on Prices</li><li>• Pricing Strategies</li><li>• Pricing and Gross Profit Margin</li><li>• Pricing Methods</li><li>• Employee Meal Pricing</li></ul>
5	The Alcoholic Beverage Menu	<ul style="list-style-type: none"><li>• Alcoholic Beverages in Restaurants</li><li>• Merchandising Wine</li><li>• Merchandising Spirits</li><li>• Merchandising Beers and Ales</li><li>• Pricing Alcoholic Beverage</li></ul>

<b>6</b>	Menu Item Sales Performance Analysis	<ul style="list-style-type: none"> <li>• Sales Evaluation Measures</li> <li>• Popularity Evaluation Measures</li> <li>• Profitability Evaluation Measures</li> <li>• Other Measures Used to Evaluate Menus</li> </ul>
<b>7</b>	Menu Sales Mix Analysis	<ul style="list-style-type: none"> <li>• Purposes of Sales Mix Analysis</li> <li>• Performing of Sales Mix Analysis</li> <li>• Changing the Menu Based on Analysis</li> </ul>