Course Syllabus

Code - Course Title	**GMS508 - Menu Research**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. MERVE ÖZGÜR GÖDE

Mode of Delivery	Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	none
Recommended Resources	Rızaoğlu, B., & Hançer, M. (2005). Menü ve Yönetim. Ankara: Detay Yayıncılık.Miller, J., & Pavesic, D. (1996). Menu Pricing and Strategy (4 b.). New York: Wiley.
Work Placement	none
Aims of the Course	The aim of this course is to examine restaurant menus from a multidimensional perspective in terms of gastronomy, management, and consumer behavior; to enable students to evaluate theoretical approaches and current scientific research regarding menu planning, design, naming, pricing, menu engineering, and consumer preferences; to identify research problems related to menus; and to develop scientific research skills in this field.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	Introduction to menu research: The concept and significance of menus in the literature.	
Week - 2	**LO-1**	Menu planning theories: Academic article review and discussion.	
Week - 3	**LO-1**	Menu pricing strategies: Analysis of current studies	
Week - 4	**LO-1**	Menu design and dimensions: Academic article review and discussion.	
Week - 5	**LO-1**	Menu analysis methods: Practical analysis examples	
Week - 6	**LO-1** **LO-2**	Data collection methods in menu research: Qualitative and quantitative approaches.	
Week - 7	**LO-2** **LO-3**	Literature Review and Synthesis	
Week - 8	**LO-2** **LO-3**	Determination of research topic	
Week - 9	**LO-2** **LO-3**	Writing the research problem and objectives.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10	LO-2 LO-3	Research method design	
Week - 11	LO-2 LO-3	Data collection and analysis related to menu research.	
Week - 12	LO-2 LO-3	Writing and interpreting the findings	
Week - 13	LO-2 LO-3	Writing the Discussion and Conclusion Sections	
Week - 14	LO-2 LO-3	Reporting and presenting research findings.	

Learning Outcomes

#	Learning Outcome
1	Will be able to critically evaluate menu planning and management
2	Will be able to design research and methods
3	Will be able to conduct academic presentation and development processes

Sustainable Development Goals

✓ Quality Education

Course Theme

✓ Agriculture, Food and Livestock

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	1	3
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	3.00	14	42
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	5.00	14	70
Ara Sınav Hazırlığı (sınav süresi dahil)	0.00	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0.00	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	6.00	6	36
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**6.0**

Assessment Method and Passing Requirements

✓ Homework

Community Service Activity

This course does not include any Community Service activities.