

# PROJECT BASED LEARNING IN CAREER PATHWAY COURSES

Project Title: Restaurant Shark Tank		
Teacher(s): Peter Pica	Email: ppica@elkhart.k12.in.us	Date: July 25, 2016
Course(s): Culinary Arts	Level(s): Year 1	
Project Days: 3 weeks at the end of the second semester	Instructional Time:	
<b>PROJECT DESCRIPTION</b>		
<b>Challenging Problem or Driving Question:</b> Starting and financing a restaurant is very difficult. Banks don't often give loans to people who want to open a restaurant. Entrepreneurs have to seek outside investors to get startup money just like it happens on the TV show "Shark Tank." What do they need to do to convince the sharks to bite?		
<b>You are a</b>  An employee at a restaurant		
<b>You are faced with</b>  You have decided to open your own restaurant and you have approached the bank for a loan but they turned you down. You know some people who are interested in investing but they want to see and hear some sort of business plan before they decide to invest. You have realized that your concept is going to need to be developed so you can present your concept to the investors.		
<b>What the students do</b> <ol style="list-style-type: none"><li>1. Name your restaurant and come up with a logo.</li><li>2. Create a restaurant concept statement.</li><li>3. Design a sample logo as this can help to sell the concept to the investors</li><li>4. Research three signature menu items for the restaurant and enter them on a recipe template.</li><li>5. Write a sample menu with the three menu items</li><li>6. Form a restaurant group and decide which of your groups concepts looks most likely to have a shark tank invest in it.</li><li>7. Scale and convert one of the signature menu items down to one serving and convert all ingredients to ounces and pounds.</li><li>8. Figure out the cost for one of this signature item using actual prices from the GFS ordering system</li><li>9. Determine the menu cost for that signature item using a food cost percentage given to you by the chef.</li><li>10. Orally present the restaurant concept to the Shark Tank in an effort to see what feedback they will give you and if they will invest in your concept.</li></ol>		
<ul style="list-style-type: none"><li>● <b>Literacy Prompt:</b><ol style="list-style-type: none"><li>1. Create a restaurant concept statement.</li><li>2. Research recipes</li><li>3. Design a sample logo</li><li>4. Research menu items</li><li>5. Form a Corporation to pick the best concept to present to the Shark Tank</li><li>6. Further develop the chosen concept to present</li><li>7. Orally present to the Shark Tank</li></ol></li></ul>		

- **Math Prompt:**

1. Convert recipes
2. Yield Adjustment
3. Costing recipes.
4. Figuring menu cost using a food cost percentage

- **21<sup>st</sup> Century Prompt: (List students' required actions) Look on google for these**

1. Critical Thinking
2. Communication
3. Collaboration
4. Creativity

### ESSENTIAL STANDARDS

**CTE Technical Standards:**

- CAH-6.1 Calculate food, beverage and cost percentages  
CAH-6.2 Demonstrate processes of recipe yield adjustment using recipe conversion factors  
CAH-6.3 Demonstrate processes of recipe costing  
CAH-6.4 Determine selling price of menu items

**Literacy Standards:****Math Standards:**

- CAH-6.1 Calculate food, beverage and cost percentages  
CAH-6.2 Demonstrate processes of recipe yield adjustment using recipe conversion factors  
CAH-6.3 Demonstrate processes of recipe costing  
CAH-6.4 Determine selling price of menu items

**21<sup>st</sup> Century Standards: (not categorized as proficiencies by the DOE at this time)**

1. Critical Thinking
2. Communication
3. Collaboration
4. Creativity

### DESIGN PROCESS

**Step 1: Ask/Inquire****Entry Event and Project Launch****What will you do during this phase of the process?**

I will engage the students by inviting Ron from "Ron's River Dogs" to bring his vending trailer to our facility. The students will sample Ron's product so they taste and understand what his product is like as well as ask Ron question about the startup and development of his business. He will run the kids through the aspects and challenges that he encountered when he started his business. This event will take place on May 1, 2016

**Step 2: Imagine**

I will present the Powerpoint Called "Developing your own Restaurant" as a scaffold piece so the students understand what they will be required to do.

Students will do the Restaurant “Brainstorming” worksheet
<p><b>Step 3: Create</b></p> <p>Students will develop a name, theme and logo for their restaurant using the scaffolding materials that I have developed. They will create a logo on the web.  <a href="https://docs.google.com/document/d/1o5LQfCUQlgvIPL-MAQ2xS5sD1iZHntMmLxPCbMAx6gg/edit">https://docs.google.com/document/d/1o5LQfCUQlgvIPL-MAQ2xS5sD1iZHntMmLxPCbMAx6gg/edit</a></p>
<p><b>Step 4: Plan</b></p> <p>Students will search the web for recipes that fit the theme of their restaurant. They will convert the recipes to one portion. They will price the recipes using the Gordon Food Service ordering system. They will determine menu price using a food cost percentage. Students create a menu.</p>
<p><b>Step 5: Experiment/Evaluate</b></p> <p>Students will pair up in groups and evaluate the individual concepts. They decide which concept that they think will be the most likely to be accepted by the shark tank.</p>
<p><b>Step 6: Improve</b></p> <p>The students will collaborate and will improve the concept.</p>
<p><b>Step 7: Communicate</b>  <b>What will my students do during this phase of the process? List student work &amp; its assessment.</b></p> <p>They will also create a presentation that they will use to present to the shark tank.</p>
<b>STUDENT EVALUATION</b>
<p><b>Rubric(s)</b>  Logo and Name Rubric  Shark Tank Presentation Rubric</p> <p><b>Assessment(s)</b></p>
<b>INSTRUCTOR REFLECTION</b>
<p><b>What went well?</b>  <b>What could be improved?</b>  <b>How will you modify this project for next time?</b></p>
<b>SUPPORTING MATERIALS</b>
<p><b>Equipment/Technology</b>  <b>Materials</b>  <b>Human Resources</b>  <b>Other</b></p>
<b>ADDITIONAL COMMENTS</b>
<b>(Optional)</b>

## Thinking like a Professional: The Professional Notebook (optional)

What are the essential components of the Professional Notebook students will keep for this project?

How will you use the Professional Notebook to assess the work on this project?