



CURRICULUM

Restaurant Management & Operations



COURSE DESCRIPTION

This course provides an in-depth, practical understanding of the key principles and practices of restaurant management.

Designed for current and aspiring restaurant managers, supervisors, and department heads, the curriculum covers business planning, operations, finance, marketing, guest experience, leadership, sustainability, and food safety. Students gain both the theoretical knowledge and the hands-on skills essential to running a successful, modern foodservice operation.

FORMAT

In-person / Virtual — hybrid option available

10 modules and a capstone project, combining classroom instruction with practical exercises in every module.

Module 1: Foundations of Restaurant Management

- Overview of the restaurant industry

- Types of restaurants and service models
- Ownership structures: sole proprietorship, partnerships, franchises
- Introduction to key roles in a restaurant (Head of Reservations, Floor Manager, Bar Manager, etc.)
- Understanding restaurant business models
- Revenue streams and cost centers
- Industry trends and operational challenges

PRACTICAL

- *Role-mapping exercise: understanding cross-department responsibilities*
- *Discussion: current trends shaping the industry (tech, delivery, sustainability)*

Module 2: Business Planning & Concept Development

- Writing a restaurant business plan
- Identifying target market and concept fit
- Location selection and market analysis
- Menu development and pricing strategies
- Legal requirements, licenses, and permits
- Restaurant design, ambiance, and layout

PRACTICAL

- *Menu concept development and pricing strategy*
- *Market research exercise: pick a location and justify it*
- *Mock business pitch*

Module 3: Operations Management & Workflow

- Modern restaurant structures and roles
- Kitchen design and equipment
- Food sourcing and vendor relationships
- Inventory management systems
- Opening and closing checklists
- Shift scheduling and team coordination
- Daily reports and briefings

PRACTICAL

- *SOP writing: opening, closing, and shift transitions*
- *Create a functional workflow chart for a sample restaurant*
- *Use of restaurant management software*

Module 4: Cost Control & Financial Management

- Budgeting and forecasting
- Understanding P&L statements
- Food and beverage costing
- Menu engineering for profitability
- Payroll, labor costs, and staff efficiency
- Financial KPIs (COGS, prime cost, RevPASH)
- Financial software tools and accounting basics

PRACTICAL

- *Analyze a sample P&L*
- *Menu costing challenge*

– *Budget planning activity for a service period*

Module 5: Marketing, Branding & Visibility

- Building a brand for your restaurant
- Digital marketing: websites, social media, influencers
- Customer loyalty programs and promotions
- PR and traditional media
- Creating and managing digital footprints
- Community engagement and experiential marketing

PRACTICAL

- *Design a 30-day marketing plan*
- *Case study: analyze and review another restaurant's branding*
- *Social media calendar and campaign simulation*

Module 6: Customer Service & Guest Experience

- Mapping the guest journey
- Setting service standards
- Departmental contributions to guest experience
- Emotional intelligence in service
- Handling complaints and feedback
- Online reputation management
- Mystery guest audits

PRACTICAL

- *Roleplay: handling difficult guests and complaints*
- *Mystery audit simulation and feedback*

- *Create a customer service SOP*

Module 7: Staff Management & Leadership

- Hiring the right team
- Training and onboarding systems
- Leadership vs. management
- Building team culture and motivation
- Conflict resolution and communication
- Scheduling and labor law basics
- Staff turnover prevention

PRACTICAL

- *Staff onboarding plan*
- *Performance appraisal design*
- *Conflict resolution scenarios*

Module 8: Managerial Strategy & Growth

- Setting SMART departmental goals
- Departmental KPIs: reservations, bar sales, floor operations
- Manager as business partner: thinking like ownership
- Team accountability and reviews
- Scaling operations (adding branches or services)

PRACTICAL

- *Simulation: redesign a failing restaurant's org chart and strategy*
- *Strategy presentation: each team designs a new growth plan*

Module 9: Food Safety, Health & Compliance

- Local and international food safety regulations
- Food handling and storage
- Allergen management
- Health inspections and protocols
- Crisis management: food poisoning, fires, pandemics
- Documentation and compliance tracking

PRACTICAL

- *Create a food safety checklist*
- *Simulation: health inspection roleplay*
- *Develop allergen and recall SOP*

Module 10: Sustainability & Future Trends

- Sustainable sourcing and waste reduction
- Energy and water efficiency
- Green certifications and branding
- Tech integration: POS, AI in staffing, digital menus
- Delivery, dark kitchens, and automation
- Future of hospitality careers

PRACTICAL

- *Audit current operations for sustainability improvements*
- *Pitch a tech-enabled restaurant of the future*
- *Build a low-waste SOP*

Final Module: Capstone Project & Presentation

Each participant chooses a management role and develops a complete operating package:

- Business and operations plan
- SOP and team structure
- Financial strategy
- Marketing and guest experience system

Final Brief: Design a Pop-Up Restaurant

WHAT YOU'LL GET

- Weekly sales report
- Inventory Management System
- Menu Costing Tools
- Operational Checklist
- Staff Performance Template.



Almond Rouge