

Course Title: Restaurant Management and Operations

Course Duration: 5 weeks

Course Description: This course is designed to provide students with a comprehensive understanding of restaurant management and operations. It covers essential topics ranging from business planning and operations management to marketing, customer service, and financial management.

Courses will run on Wednesday and Thursdays

Course Objectives:

- Understand the fundamentals of the restaurant industry.
- Develop a restaurant business plan.
- Master the art of restaurant operations management.
- Learn effective marketing and promotion strategies.
- Gain insights into financial management and profitability.
- Enhance customer service skills and guest experience.
- Ensure compliance with food safety and health regulations.
- Explore sustainability practices and emerging industry trends.

Module 1: Introduction to Restaurant Management

- Overview of the restaurant industry
- Types of restaurants and concepts
- Key roles in restaurant management
- Ownership options
- Industry trends and challenges

Module 2: Business Planning

- Writing a restaurant business plan
- Location selection and market analysis
- Menu development and pricing strategies
- Legal requirements and permits
- Restaurant design and layout

Module 3: Operations Management

- Kitchen layout and equipment
- Food sourcing and inventory management
- Staffing and hiring procedures
- Training and development
- Creating standard operating procedures (SOPs)

Module 4: Marketing and Promotion

- Marketing strategies for restaurants
- Social media and online presence
- Customer loyalty programs
- Effective restaurant branding
- Advertising and public relations
- Creating your digital footprints
- Traditional marketing

Module 5: Financial Management

- Budgeting and financial planning
- Cost control and profit optimization
- Pricing strategies for profitability
- Restaurant accounting and software
- Financial analysis and performance metrics

Module 6: Customer Service and Guest Experience

- Importance of excellent customer service
- Staff training for exceptional service
- Handling customer complaints and feedback
- Building customer relationships
- Mystery shopping and quality assessment

Module 7: Food Safety and Health Regulations

- Food safety standards and regulations
- Food handling and storage practices
- Health inspections and compliance
- Crisis management and food recalls

- Allergen awareness and accommodation

Module 8: Sustainability and Future Trends

- Sustainable restaurant practices
- Green certifications and initiatives
- Technology in restaurant operations
- Emerging restaurant trends
- Final project and presentation

Assessment:

- Quizzes, assignments, and practical exercises throughout the course.
- A final project requiring students to create a detailed business plan for a hypothetical restaurant.
- Presentation of the final project to demonstrate understanding of restaurant management.

Additional.

- Guest speakers from the industry.
- Field trips to successful restaurants for observations.
- Certification in Restaurant Management and operations