



Certificate in Food Service Management

MODULE 1

The Restaurant Business

The Varied Field of Food Service
The Outlook for Food Service
The Restaurant Business
The Dining Market and the Eating Market
Dining Well the Eating Market and Its Dynamics
Contemporary Popular Priced Restaurants
Quick Service Restaurants
Fast Casual, Midscale, and Casual Restaurants
High Check Average Restaurants
Restaurants as Part of a Larger Business
Restaurants in Retail Stores
Restaurants in shopping malls
Summary
Key Words and Concepts
Review Questions
Internet Exercises

MODULE 2

Restaurant Operations

Restaurant Operations
The Front of the House
The Back of the House
The "Office" General Management
Making a Profit in Food Service Operations
Increasing Sales Reducing Costs
Keeping the Score in Operations: Accounting State-
ments and Operating Ratios
Cost of Sales Controllable Expenses Capital Costs
Life in the Restaurant Business
Salary Levels
Summary
Key Words and Concepts
Review Questions
Internet Exercises

MODULE 3

Restaurant Industry Org

Chain Restaurant Systems
Marketing and Brand Recognition Site Selection Expertise
Access to Capital Purchasing Economies Control and Information Systems
New Product Development Human Resource Program Development
Independent Restaurants
Operating Advantages Marketing and Brand Recognition
Site Selection Access to Capital
Purchasing Economies Control and Information Systems
Human Resources the Independent's Extra: Flexibility
Franchised Restaurants
The New Franchisee Continuing Franchise Services
The Franchisee's View the Franchisor's View
Franchisor Franchisee Relations
Summary
Key Words and Concepts
Review Questions
Internet Exercises

MODULE 4

Competitive Forces

Competitive Conditions in Food Service
The Marketing Mix
Product
Price Place and Places Promotion
Competition with Other Industries
Convenience Stores Supermarkets
The Home as Competition
Summary
Key Words and Concepts
Review Questions
Internet Exercises

MODULE 5

On Site Food Service

Comparing On Site and Commercial Food Services
Self-Operated Facilities
Managed Services Companies
Pros and Cons of Managed Services
Business and Industry Food Service
College and University Food Service
College Students as Customers
Health Care Food Service
The Dietetic Professional, The Dietetic Technician
The Dietary Manager
Health Care Food Service Department Organization
Trends in Health Care Food Service
School and Community Food Service
The School Food Service Model
Contract Companies in School Food
Service Trends in School Food Service
Service Programs for the Aging
Community Based Services
Other Segments
Recreation
Correctional Facilities Private Clubs
Transportation
Vending
Summary
Key Words and Concepts
Review Questions

MODULE 6

Issues Facing Foodservice

Consumer Concerns
Health and Wellness Fast Food and
a Hectic Pace Nutrition and Labelling
Food Safety and Sanitation
Alcohol and Dining
Food Service and the Environment
Thinking About Garbage from Dump to Waste Stream
The Greening of the Restaurant Industry
Technology
Enhancing Customer Service
Technology in the Back of the House
Technology, the Internet, and Food Service Marketing
Technology and Management
Summary
Key Words and Concepts
Review Questions
Internet Exercises

MODULE 7

The Role of Service

A Study of Service
What Is Service?
Types of Service
Rendering Personal Service
Task Interpersonal Skills
Managing the Service Transaction
The Product View of Service
the Process View: Empowerment
Production or Process View?
How Companies Organize for Service
Service Strategy, Service Culture
The Employee as Product: The Importance of People
Service as a Sustainable Competitive Advantage
Summary
Key Words and Concepts
Review Questions
Internet Exercisers



The goal of the education

The goal of the education is that the student, after completing the education, has acquired the knowledge required for qualified and independent work in the field.

Eligibility requirements

No special eligibility requirements

Assessment criteria

After completing the education, with a passed result on all assignments and tests, the student receives a certificate.

The main teacher for the education is the one who examines the student.

Degree title

Certificate in Food Service Management

Extent of education

The studies are conducted at any study pace and include about 4 weeks of full-time studies.