



LE CORDON BLEU[®]DUSIT
CULINARY SCHOOL

TITLE:	INTRODUCTION TO RESTAURANT MANAGEMENT	
TYPE OF COURSE:	Elective Course	
PUBLIC:	LCB students, alumni and the general public	
NUM. OF PARTICIPANT:	Max 25	
COURSE DESCRIPTION:	This 25-hour intensive course is designed to Chefs and entrepreneurs who wish to learn the basics of Restaurant Management. The course combines lectures, case studies and online assignments (management game). This course will help participants make smart business decisions in restaurant site selection, dining room and kitchen layout, marketing, finance, menu management, purchasing and staffing. After each lecture, participants will engage in class discussion and will put in practice the lesson learned by completing an online assignment before the next class meeting.	
NUMBER OF HOURS:	Lecture:	15 hours.
	Online Assignments:	7 hours.
	Examination:	3 hours.
ACADEMIC YEAR:	2018 TERM: 3	
FIRST DAY OF CLASS:	Mon 3 rd Sep 2018	EXAMINATION: Fri 7 th Sep 2018
SCHEDULE:	Every Day	From: 8:30 To: 11:30
PRE-REQUISITES:	Applicants are required to complete the pre-course survey and write a motivation essay.	
OBJECTIVES:	By the end of this course, participants will be able to:	
	<ol style="list-style-type: none">1. Use surveys as a key marketing tool to analyse characteristics of population.2. Select a restaurant location based on revenue potential, population data, market research and rental costs.3. Read and interpret an income statement based on industry averages to identify and solve potential problems.4. Design a menu and use evaluation tools to maximize profit5. Set purchasing levels and control inventories based on activity forecast and ingredient usage.6. Plan kitchen & restaurant layout based on menu design and activity forecast.7. Determine adequate staffing levels based on activity forecast.8. Select between advertising options.	



CONTENT:

Seq.	Date/ Time	Topic	Method	Online Assignment
1	Monday, 3 rd Sep.	Market Research	Lecture + Online Assignment	40 min
2	8:30-11:30	Location Selection Concept Development	Lecture + Case Study + Online Assignment	40 min
3	Tuesday, 4 th Sep.	The Income Statement	Lecture + Case Study + Online Assignment	40 min
4	8:30-11:30	Menu Design	Lecture + Online Assignment	40 min
5	Wednesday, 4 th Sep.	Pricing	Lecture + Online Assignment	60 min
6	8:30-11:30	Purchasing and Inventory Control	Lecture + Online Assignment	60 min
7	Thursday 5 th Sep.	Layout and Equipment	Lecture + Case Study + Online Assignment	40 min
8	8:30-11:30	Staffing	Lecture + Online Assignment	40 min
9	Friday, 6 th Sep.	Advertising	Lecture + Online Assignment	40 min
10	8:30-11:30	Menu Engineering	Lecture + Case Study + Online Assignment	40 min
11	Friday, 7 th Sep. 14:30-17:30	Final Examination	Case Study	

DELIVERY OF CERTIFICATE OF COMPLETION

Yes No

ASSESSMENT AND EVALUATION OF STUDENTS ACHIEVEMENT

Attendance and Participation	10%
Online Assignments	30%
Final Examination - FRIDAY 7 th (2:30 pm)	60%
Total	100%

GRADING SYSTEM

Excellent	95 - 100%
Very Good	85 - 94%
Satisfactory	75 - 84%
Passed	60 - 74%
Fail	0 - 59%

LECTURER(S): Christophe Mercier

LANGUAGE: Course delivered in English