

NAME OF THE COURSE		Restaurant Management					
Code	EUTB06	Year of study		3 rd			
Course teacher	Ljudevit Pranić, Ph.D. Smiljana Pivčević, Ph.D.	Credits (ECTS)		5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Elective	Percentage of application of e-learning		40			
COURSE DESCRIPTION							
Course objectives	To prepare students to be able to explain the characteristics and peculiarities of food and beverage establishments, describe their organizational structure and operational functioning, practically resolve business issues, and demonstrate effective business communication.						
Course enrolment requirements and entry competences required for the course	Course prerequisites are prescribed in bylaws of the Faculty of Economics, Business and Tourism, and the rulebook on study programs and studying.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	1. Summarize and analyze the past, present, and future of the restaurant industry in Croatia and Internationally; 2. Recognize and explain a restaurant organizational structure and the functions, interrelationships, and challenges of various departments; 3. Devise and demonstrate effective correspondence and communication with restaurant guests, coworkers, and business partners; 4. Identify and use data and key performance indicators in the restaurant industry; 5. Analyze, solve, and preempt problems and challenges in food and beverage operations.						
Course content broken down in detail by weekly class schedule (syllabus)	Review of industry terminology, and introduction to the history, typology, and current state of the restaurant industry.	2	Course introduction and elaboration of the students' individual and group responsibilities. Explanation of the case study assignment. An example of how to lead an in-class case study discussion. Monitoring student engagement (MSE). 1 st assignment.			2	
	Models of expansion among food and beverage establishments.	2	Student-led case study discussions. MSE.			2	
	Restaurant staffing and concept development.	2	Student-led case study discussions. MSE. 2 nd assignment.			2	
	Menu planning & design and uniforms.	2	Student-led case study discussions. MSE. 1 st quiz.			2	
	Reservations, reception, and hosting restaurant guests.	2	Student-led case study discussions. MSE.			2	
	Delivering excellent restaurant customer service.	2	Student-led case study discussions. MSE.			2	
	HACCP and food safety.	2	Student-led case study discussions. MSE. 3 rd assignment.			2	
	Procuring, receiving, storing, and issuing food and beverages.	2	Student-led case study discussions. MSE.			2	
	Marketing various types of for-profit and non-profit F&B operations.	2	Student-led case study discussions. MSE. 4 th assignment.			2	
	Technology, social networks, and the restaurant industry	2	Student-led case study discussions. MSE. 2 nd quiz.			2	

2021./2022.

19/10/21 – 2.Sj.FV.

	Recruiting and training for F&B		2	Student-led case study discussions. MSE. 5 th assignment.		2
	Demand forecasting; Food production costs and control		2	Student-led case study discussions. MSE.		2
	Key F&B performance indicators; Beverage control		2	Student-led case study discussions. MSE.		2
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input checked="" type="checkbox"/> field work			<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guest speakers		
Student responsibilities	In order to qualify for a passing grade, each student must attend at least 70% of classes, successfully complete a case study discussion, two quizzes, and at least four out of five individual assignments.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1	Research		Practical training	
	Experimental work		Report		Practical assignments	1
	Essay		Seminar essay	1		
	Tests	2	Oral exam			
	Written exam		Project			
Grading and evaluating student work in class and at the final exam	<p>The final course grade is comprised of two tests (50%), quizzes (5%), individual practical assignments (25%), an in-class or online student-led case study analysis (10%), and a student's in-class or online engagement / participation / contribution (10%). Alternatively, students can be graded and evaluated through field work / internship (10% for field work attendance) and the field work-related written papers (field work written reflection paper [10%] and a written case study report [15%]), both of which replace the practical assignments, written essays, and in-class case studies (35% of total points).</p> <p>Final written and oral exams are not required. Students can opt out of taking the two tests during the semester, and instead only take the final written exam, however in such event they are not allowed to take the final oral exam. Students who take both tests, but are not satisfied with the results of these tests, have the right (no obligation) to take the final oral exam instead.</p> <p>While quizzes are administered online, test are administered in classroom.</p> <p>Points scale for the final grade: <60% Fail (1), 60-69% Poor (2), 70-79% Fair (3), 80-89% Good (4), 90-100% Excellent (5).</p>					
Required literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	Lectures and other supporting materials on the class Moodle platform.				0	Moodle
Optional literature (at the time of submission of study program proposal)	<p>Walker, J.R. The restaurant – from concept to operation (5. izdanje), SAD, 2008.</p> <p>The Culinary Institute of America. Remarkable service – a guide to winning and keeping customers for servers, managers, and restaurant owners, SAD, 2009.</p> <p>Cichy, R.F. i Hickey, P.J.Jr. Managing service in food and beverage operations, SAD, 2005.</p> <p>Dittmer, P.R. i Keefe, J.D.III. Principles of food, beverage, and labor cost controls (9. izdanje), SAD, 2009.</p> <p>Ninemeier, J.D. Planning and control for food and beverage operations (7. izdanje), SAD, 2009.</p>					

2021./2022.

19/10/21 – 2.Sj.FV.

	<p>Zeithaml, V., Bitner, M.J. i Gremler, D. Services Marketing (5. izdanje), SAD, 2008. Hinkin, T.R. Cases in hospitality management: a critical incident approach, SAD, 1995. Vukonić, B. (2005). History of Croatia's Tourism, Prometej, Zagreb.</p> <p>Articles:</p> <ol style="list-style-type: none"> 1. Pranić, Lj. & Pivac, S. (2014). Job satisfaction and attitudes of restaurant staff regarding the smoking ban: a case study. <i>Econviews: Review of Contemporary Entrepreneurship, Business, and Economic Issues</i>, 27(1), 9-24. 2. Pranić, L. (2012). Peculiarities of Adriatic Croatia's Gastronomy and its Role in Destination Image Formation. The Identity of Croatia's Adriatic Region – retrospect and prospect. Faculty of Economics, Business and Tourism at University of Split. <p>Other resources: National Restaurant Association https://www.restaurant.org/Home</p>
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> - Monitoring attendance and performance of other obligations of students (teacher) - Supervision of teaching activities (Vice Dean) - Analysis of student achievements across all courses of study (Vice Dean) - Student teaching evaluation survey for each course of study (Center for Quality Improvement at University of Split) - Test and/or exams administered by course teachers assess the successful adoption of all teaching outcomes pertaining to a particular course. The contents of these tests/exams are periodically reviewed for their adequacy in relation to the stated learning outcomes (Vice Dean)
Other (optional)	The course instructor can host up to three guest speakers (industry practitioners), and students may take a course-related field trip or visit a company/organization.