



Syllabus of Module

6. F&B Management

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Module Annotation

The services market has brought many changes and many new ones to the public catering industry, both to the operators of existing and emerging catering enterprises, as well as to the customers themselves. Gastronomic establishments have started to be run mainly by private entities, and a relatively dense network of restaurants and other public catering establishments has gradually been established. Recently, there has been great progress in storage, availability of goods or production technology. At the same time, however, the requirements for hygiene, occupational safety, guest safety, as well as for the quality of products and services provided, have been tightened. Thanks to the ability to travel around the world, customer requirements for catering businesses have increased, and in addition to good food, they also expect adequate service and care. Every restaurant owner must be able to count on every possible competition and be able to create competitive advantages. Nowadays, it's important to have something unique.

Module Objective:

- To familiarise students with hospitality management. Show the differences between different types of operations, their benefits and possible risks. Present concepts typical of the Czech Republic, Europe and the world to students.
- Name the marketing rules for the sale of the product and related services.

- To master the basic prerequisites for doing business in this field. Learn to calculate the price of the product correctly.
- To manage, in connection with the analysis of the market and demand, to compile the offer and sell it to the customer.
- Understand the role of employees, their influence on the creation of the service.
- To learn to guide employees correctly and to develop their knowledge and skills.
- To learn to understand the types of operators and their use.
- To learn to actively offer - to define the concept of upselling and cross-selling.
- Work with feedback and develop relationship sales.
- To be able to classify and know the importance of institutions and standards affecting business in hospitality industry -HACCP, OSH, ISO 9000, Czech Tourism, Union of Commerce and Tourism of the Czech Republic, National Federation of Hotels and Restaurants of the Czech Republic, Association of Hospitality and Tourism Businessmen - HO.RE.KA ČR.

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