



DIPLOMA PROGRAM: Hospitality Administration

Fundamentals and History

- History of the Food Service
- Today's food Service Industry
- Introduction to Financial Management
- Challenges in the Food Service Industry
- Advantages and disadvantages to starting a food service outlet
- Food service terminology
- Basic mathematic calculations: percentages, averages
- Basic bookkeeping principles

Restaurant Types

- Family or Commercial
- Coffee Shop
- Cafeteria
- Gourmet
- Ethnic
- Fast Food
- Delicatessen
- Buffet
- Institution
- Coffee Bar

Menu Planning

- General menu requirements
- Menu presentation
- Effect of menu on decision making
- Menu design
- Menu merchandising
- Menu analysis

Business Organization

- Proprietorship
- Partnerships
- Limited Company
- Corporations
- Chains and Franchises
- Professional help: banker, accountant, lawyer, consultants, government services

Food Service Feasibility

- Importance of site: general suitability, site specialists
- Visibility, Suitability, Accessibility

- Location Factors
- Downtown versus Shopping Centre
- By-laws and similar considerations: zoning, utilities, highways, property appraisal
- Feasibility Study

Premises and Equipment

- Leasing: agreements, clauses, bare leases, net and gross, offer and acceptance, conditions, renewal options, buy-out options, interest
- Fixtures and equipment
- Rentals: fixed rental, variable rental, percentage of sales, percentage of profit
- Sale / Leaseback
- Rental Agents
- Architect and Contractors: leasehold improvements, blueprints, preliminary work, landlord negotiations
- Insurance: building and contents, liability, crime insurance, business interruption

Equipment, Furnishings and Sanitation

- Cost of equipment
- Equipment based on needs: menu, storage areas, hours of operation, level of service, budget
- Kitchen design
- Equipment requirements: kitchen equipment, bar area, dining area, sales control equipment
- Professional assistance
- Sanitation controls, procedures and the Health Department

Market Analysis

- Market Research
- Demographics
- Customer Profiles
- Compiling data

Financial Planning & Controls

- Financial statements

- Balance sheets: assets, liabilities, equity
- Income statements
- Retained earnings
- Forecasting, budgeting and analysis
- Financing: equity financing, debt financing, interest, balloon payments, variable rate, lender competition, security, personal guarantees, guarantee release
- Cash receipts and disbursements, bank reconciliation's

Purchasing

- Purchasing cycle
- Suppliers
- Receiving and storage
- Inventory: perpetual inventory, requisitions, quantity control, turnover

Human Resources

- Job Descriptions
- Employee selection, applications, interview techniques, probation, employment standards
- Employee Training
- Employee evaluation, pay raises, promotions, discipline, termination
- Employee records
- Scheduling and Payroll
- Worker's Compensation

Marketing and Advertising

- Trading Area Analysis: attractions analysis, business environment analysis
- Competitor Analysis: sources of information
- Product Analysis: physical limitations, location, parking
- Opportunity Analysis: internal opportunities, external opportunities
- Marketing Plan: strategies, measuring results
- Planning and Budgeting
- Sales Promotion
- Restaurant critics