

Effective Management

BMGM4000

Week 1: Introduction to Effective Management

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Why is this important?

- You should be using a **desktop or laptop device** with access to Moodle – NOT your mobile phone
- You will need to be able to access documents, write assignments and create presentations.
- You will be asked to share your screen and “present” your work
- **These are all things that are either not possible or incredibly difficult to do on a phone.**

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Introduction to Module Aims

- To provide students with an introduction to effective restaurant management, and what constitutes good practice.

Aims for today

- Terminology of restaurant
- Brigade system (kitchen's structure)
- Restaurant's structure
- Role and responsibilities



Introduction to Module Outcomes

- Understand the different positions within the kitchen brigade and appreciate the importance of the work based key skills within this area of restaurant operation.
- Examine the different positions within Front of House management and leadership and appreciate the importance of the work based key skills within this area of restaurant operation.
- Explore the relationship between front of house (dining area) and back of house (kitchen) for effective management and delivery of core functions.
- Investigate issues relating to operations such as resource allocation, the need for technical knowledge, of all departments, industry standards, planning and organisation, differing management styles, health and safety.

Module Assignments & Deadlines

- Assessment 1 (100%)

Portfolio

2000 approximately $\pm 10\%$



Due Date: 23:59 Tuesday 6th May 2025

Assignment – Four Element Portfolio

Portfolio Title- Effective Management

You will produce a portfolio of 4 elements (2000 words) that will cover four areas that are essential within the effective management of a restaurant:

- Section 1 – Restaurant and Kitchen Structure
- Section 2 – Standard Operating Procedures
- Section 3 – Importance of Leadership
- Section 4 – Employees' Characteristics and Management (Self-Reflection)

Submission

*Submission File Name should be as follow:

First Name_Last Name_Student Number

Alternative submission method (if applicable):

Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one-week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.



Moodle

- CAN YOU ACCESS IT?

Assessment Marks

- Marks – Where do you think you find these?
- Marks are released on Moodle after **20 workdays**, but these are **not finalised**.

MyTSD = Final Mark

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

KEY DATES (traditional delivery)

ACADEMIC YEAR 2022/2023

* WALES CAMPUSES *

**** Please note that dates are subject to change depending upon developments relating to the Coronavirus pandemic ****

The following is the standard pattern for Semester/Term dates for traditional full-time students. Dates may vary for certain programmes e.g. PGCE, Lampeter Campus, part-time and flexi programmes – please check with your Programme Manager. Start dates for individual programmes are available on the [website](#).

SEMESTER DATES – FULL-TIME STUDENTS

Semester 1

Monday, 26 September 2022

Semester 2

Monday, 30 January 2023

TERM DATES – FULL-TIME STUDENTS

Monday, 26 September 2022 – Friday, 2 October 2022

Monday, 19 December 2022 – Friday, 23 December 2022

Monday, 9 January 2023 – Friday, 13 January 2023

Monday, 26 September 2022 – Friday, 2 October 2022

Monday, 19 December 2022 – Friday, 23 December 2022

Monday, 9 January 2023 – Friday, 13 January 2023

Monday, 26 September 2022 – Friday, 2 October 2022

Monday, 19 December 2022 – Friday, 23 December 2022

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Monday, 19 December 2022 – Friday, 23 December 2022

Monday, 9 January 2023 – Friday, 13 January 2023

Monday, 26 September 2022 – Friday, 2 October 2022

Monday, 19 December 2022 – Friday, 23 December 2022

Marks

For your Programme Manager for your term dates

Academic Year 2022/2023

Closure Days

26 December 2022	26 December 2022
27 December 2022	27 December 2022
28 December 2022	28 December 2022
29 December 2022	29 December 2022
30 December 2022	30 December 2022
02 January 2023	02 January 2023
07 April 2023	07 April 2023
10 April 2023	10 April 2023
11 April 2023	11 April 2023
01 May 2023	01 May 2023
29 May 2023	29 May 2023
28 August 2023	28 August 2023

GRADUATION DATES 2023

Carmarthen	~ 3 and 4 July
Coleg Sir Gâr	~ 5 July
Lampeter	~ 7 July
Swansea	~ 10, 11, 12 July

Exam Dates / Examining Board Dates

Exam Period 1 ~ 4-13 January 2023
Examining Boards ~ 30 January - 10 February 2023
Results released to students ~ 15 February 2023

Exam Period 2 ~ 3-17 May 2023
Examining Boards ~ 30 May - 15 June 2023
Results released to students ~ 19 June 2023

Resit Examination Week (for 2022/23 session)

Monday, 17 July ~ Friday, 21 July 2023
Examining Boards w/c 14 August 2023

THIS DOCUMENT IS ALSO AVAILABLE IN
WELSH

Types of Food & Beverage Operations

Full Service

- Moderate
- Midscale
- Upscale
- Fine dining

Limited Service

- Fast-Food
- Café/snack bar
- Fast-casual
- Cafeteria



Full Service

- **Moderate**

Economical foods are prepared to order in a family-friendly, utilitarian setting.

- **Midscale**

These restaurants focuses on casual dining with mainstream dishes and often feature a bar area and serve alcoholic beverages.

- **Upscale**

These restaurants serve superior quality foods with innovative approaches in a relaxed atmosphere and offer higher-end alcoholic beverage menus that include wine, spirits and beer.

- **Fine dining**

These restaurants serve only the finest quality foods, often farm-to-table, are frequently chef-owned, and create unique menu fare that is visually attractive.

Limited Service

- Fast Food

Economical foods, in quantity, by a standardised method that can be dispensed quickly for consumption on the premises or for takeout.

- Café/ Snack Bar

Coffee Drinks and other snacks food and beverages for consumptions on the premises or for takeout

- Fast-Casual

Food is prepared to order with fresh (or perceived as fresh) ingredients; units serve innovative food suited to more sophisticated tastes, in an upscale interior design.

- Cafeteria

Units are primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style or buffet serving equipment such as steam tables, refrigerated areas display grills and self-service non-alcoholic beverage dispensing equipment.

Restaurant's Terminology

What is meant by FOH / BOH?



FOH: Front of House

The front of the house, also called the FOH, refers to all actions and areas that a customer will be exposed to during their stay at a restaurant, such as the lobby and dining area.

BOH: Back of House

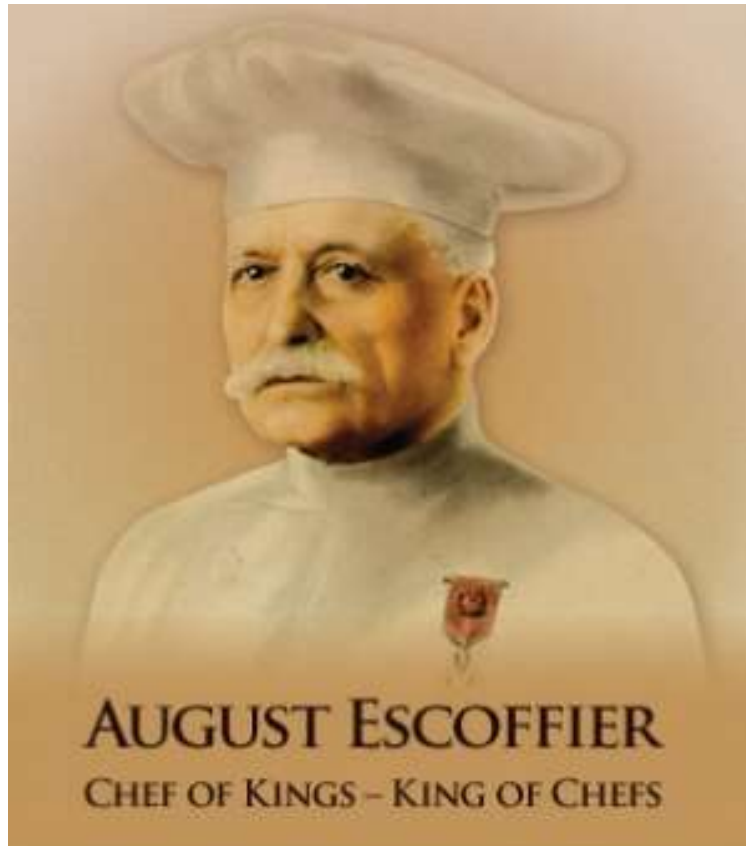
The back of the house, also known as the BOH, encompasses all the behind-the-scenes areas that customers will not see. This acts as the central command centre in a restaurant because it's where the food is prepared, cooked, and plated before making its way to the customer's table.

Brigade System

What is meant by The Brigade system?



Roi des Cuisiniers et Cuisinier des Rois

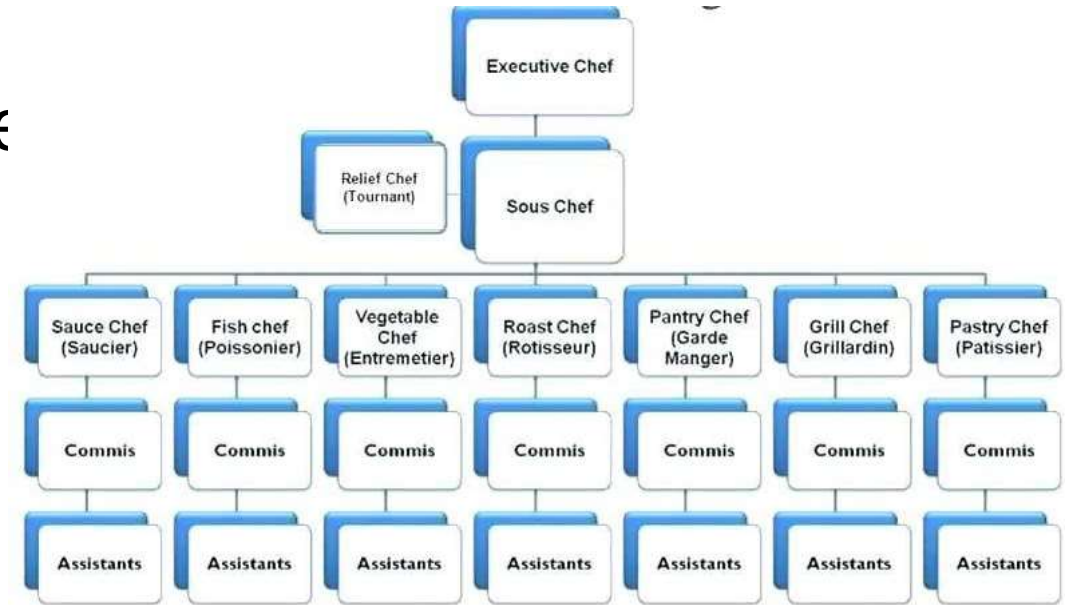


Auguste Escoffier (1846 – 1935)

- *Five French mother sauces*
- **Mise en place**
- *Brigade system*, creating different positions and ranks in the kitchen, all of this was aimed at **creating a more formal structure and re-enforcing the idea of making cheffing a respected.**

Brigade de Cuisine

1. Chef Exécutif (Executive Chef)
2. Chef de Cuisine (Head Chef)
3. Sous Chef de Cuisine (Deputy Chef)
4. Chef de Partie (Line Cook)
5. Commis Chef (Junior Chef)
6. Garçon de cuisine (Kitchen Porter)
7. Escuellerie (Dishwasher)



Brigade System



In a Kitchen, Everyone is important...

Activity – Roles & Responsibilities (Kitchen)

- Group Discussion

What are the responsibilities of a chef?



Role	Responsibilities
Chef Exécutif	Menu Design, quality control, profit maximization, VIP service
Chef de Cuisine	Monitoring kitchen activities, tracking the inventory, making purchases and training new employees
Sous Chef de Cuisine	Day-to-day operations
Chef De Partie	Pastry chef, Grill chef, Roast chef, Butcher chef, Pantry chef, Stir fry chef, Poissonier, Sauce chef
Commis Chef	Chef in training, graduated students ext.
Garçon de cuisine	Preparing the ingredients, cleaning, washing ext.
Escuelerie (Dishwasher)	Potwasher / Dishwasher

Keep Your Station Clear



Restaurant Structure

Catering Industry

Name as many different types of outlet as you can
from the catering industry?
e.g-coffee shop/ pastry shop etc..



Restaurant's Structure – Hierarchical



Can you suggest any positions in a full-service restaurant?



- General Manager
- Restaurant Manager
- Assistant Restaurant Manager
- Operation Manager
- Floor Manager/ Supervisor
- Headwaiter(waitress) / Supervisor
- Assistant headwaiter (waitress)
- Waiter/ Waitress / Server /Food Runner
- Head Sommelier
- Sommelier
- Bar Manager / Beverage Manager
- Bartender
- Guest Relation Manager
- Front Desk Manager / Head Host
- Host / Receptionist
- Cleaner / back of house

Activity – Role & Responsibility (Front of House)

What are the responsibilities of the managers and staff?



Role & Responsibilities (Front of House)

Role	Responsibilities
General Manager Restaurant Manager	Menu Design, quality control, profit maximization, VIP service VIP Services, RevPash
Operation Manager Floor Manager/ Supervisor	Monitoring restaurant activities, tracking the inventory, making purchases and training new employees VIP Services
Headwaiter(waitress) / Supervisor Assistant headwaiter (waitress)	Day-to-day operations, supervising junior staffs
Head Sommelier Bar Manager / Beverage	Wine Menu Design, Beverage Management, quality control, wine & spirit stocking and purchasing
Guest Relation Manager	PR, Marketing, Event Management, VIPs Management
Front Desk Manager / Head Host	Greeting. Welcoming, OCC
Server, Back Server, Food Runner	Day-to-day operations, cleaning

Activity 2: Advantages & Disadvantages of Brigade System and Hierarchical Structure

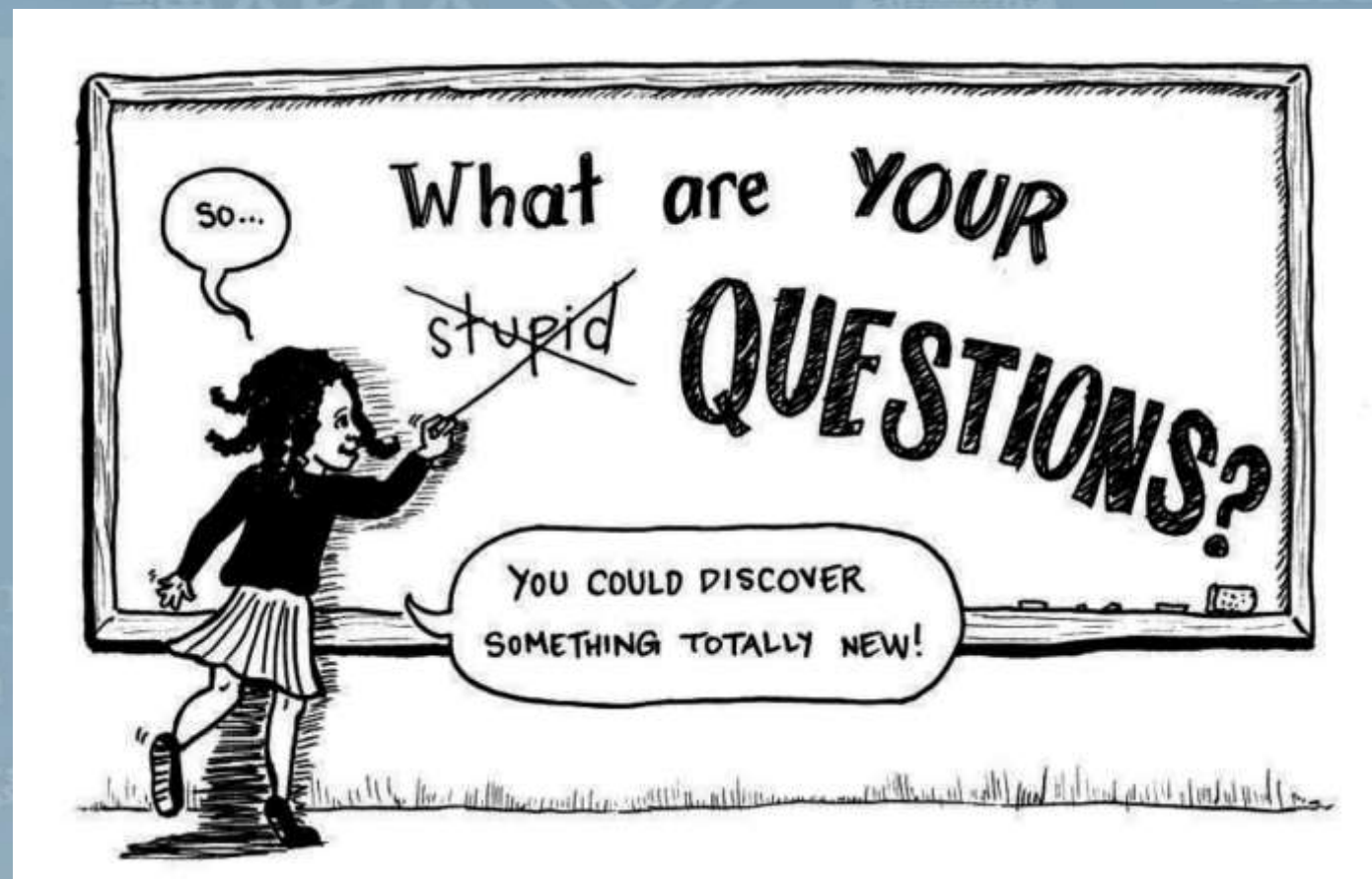
What are the advantages and disadvantages?



Advantages & Disadvantages

Advantages	Disadvantages
Efficiency	High Stress Environment
Specialization	Abuse (emotional, physical, verbal)
Development Pathway	Stifles the innovation and adaptability

Do you have any
questions
About
Your
Assessments?



Next Week!

- Style of Management
- Importance of Teamwork
- Operational Tasks



List of Reference

- Escoffier, A., Cracknell, H.L. and Kaufmann, R.J. (2013) *Escoffier: Le guide culinaire*. London: Routledge.