

Effective Management

BMGM4000

Week 1: Restaurant Structure and Role & Responsibilities

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Please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. - Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch them again

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Programme Manager in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

Digital Connectivity Bursary Application Form

Undergraduate Bursaries

Table of Content

1. Module Aims
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Introduction to Module Aims

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



Introduction to Module Outcomes 1

- 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.

Introduction to Module Outcomes 2

- 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.

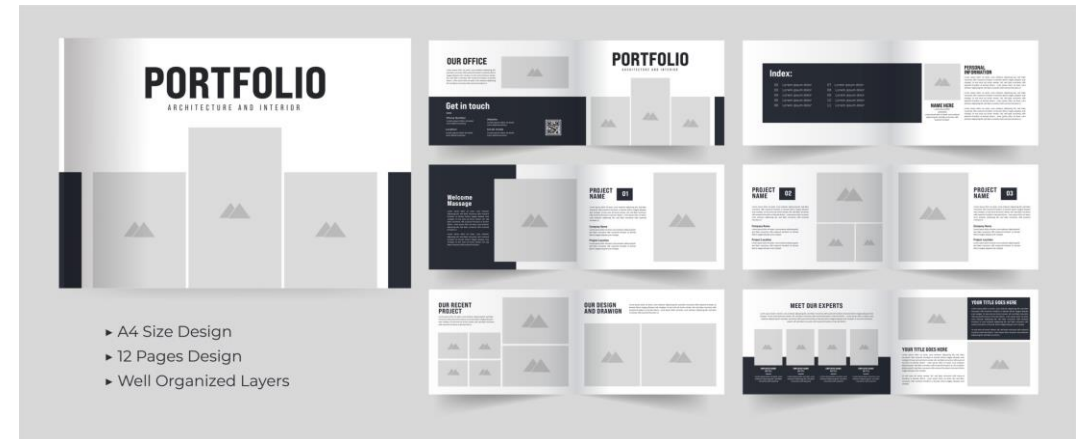
Module Assignments & Deadlines

- Assessment 1 (100%)

Portfolio

1500 approximately $\pm 10\%$

Due Date: 25th Mar 2024 23:59



Assignment – Four Element Portfolio

- **Portfolio Title- Effective Management**
- You will produce a portfolio of 4 elements (1500 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 Operation Procedure***
- ***Section 3 – Regulation and Legislation***
- ***Section 4 – Management and Leadership (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.

Extenuating Circumstances

- [Mitigating Circumstances Policy](#)
- **Extenuating Circumstances Form** – for students studying at UWTSd – See Below

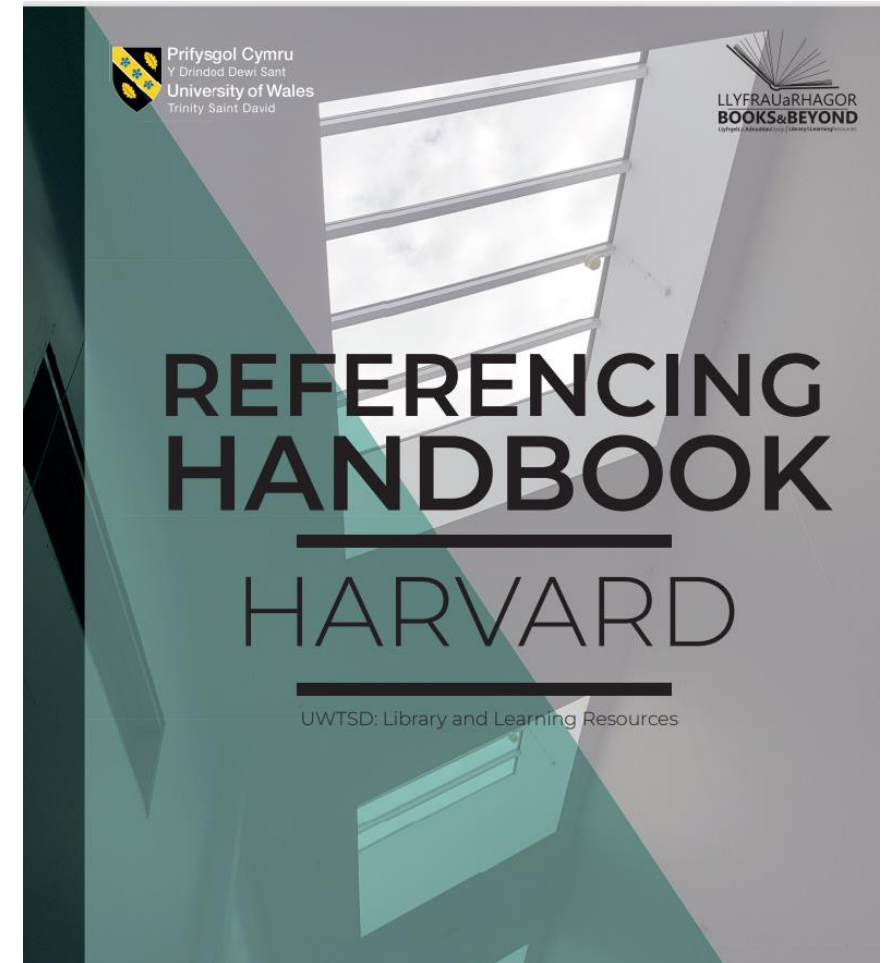
The Extenuating Circumstances application form must be completed online via [MyTSD](#) – please access the form under the 'Data Changes and Forms' tab on the 'Forms' menu. A user guide to the process is available on MyTSD.

Please note: The MyTSD form only shows the assessments for modules in the current 2023/24 academic year. If you wish to apply for a module that you enrolled on in a previous academic year, please email: aocases@uwtsd.ac.uk

If you have any technique issue, you have to send your work through email before deadline. Otherwise, it will consider as a late submission. **No exemption!**

Harvard Referencing Handbook

REFERENCING &
PLAGIARISM



[Referencing Handbook Harvard](#)

Referencing

Referencing is...

- A clear acknowledgement of where you have got any information, ideas, opinions, viewpoints etc.
- Essentially, **every** piece of information, **every** opinion, **every** viewpoint, **every** picture and sketch needs to be referenced.

[PowerPoint Presentation \(uwtsd.ac.uk\)](http://uwtsd.ac.uk)

Plagiarism

Plagiarism is...

- Presenting the words, ideas, views and arguments of others as your own.
- This is an **academic crime** and can cost you your degree.



[PowerPoint Presentation \(uwtsd.ac.uk\)](http://uwtsd.ac.uk)

Schedule

Date	January – March 2024
No. of weeks	12
Time	09:00 - 13:00

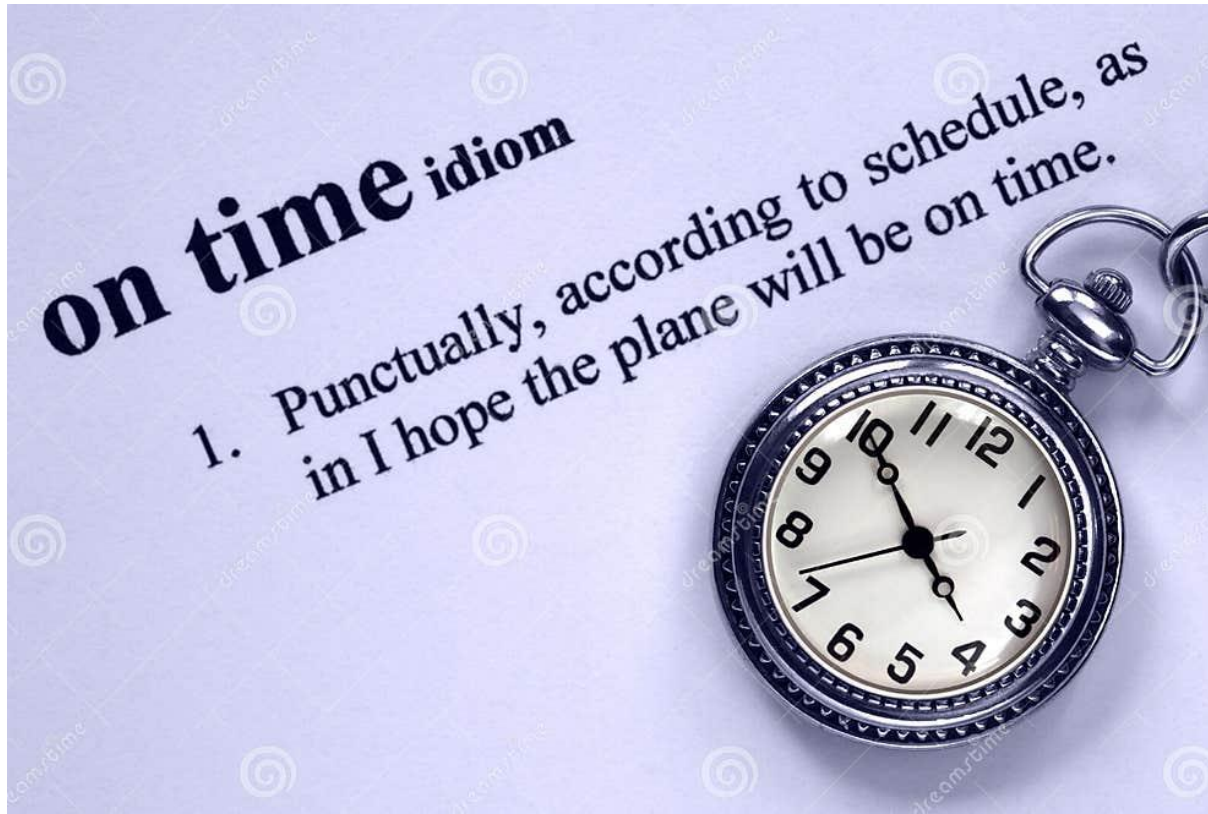
Let's set the norms together

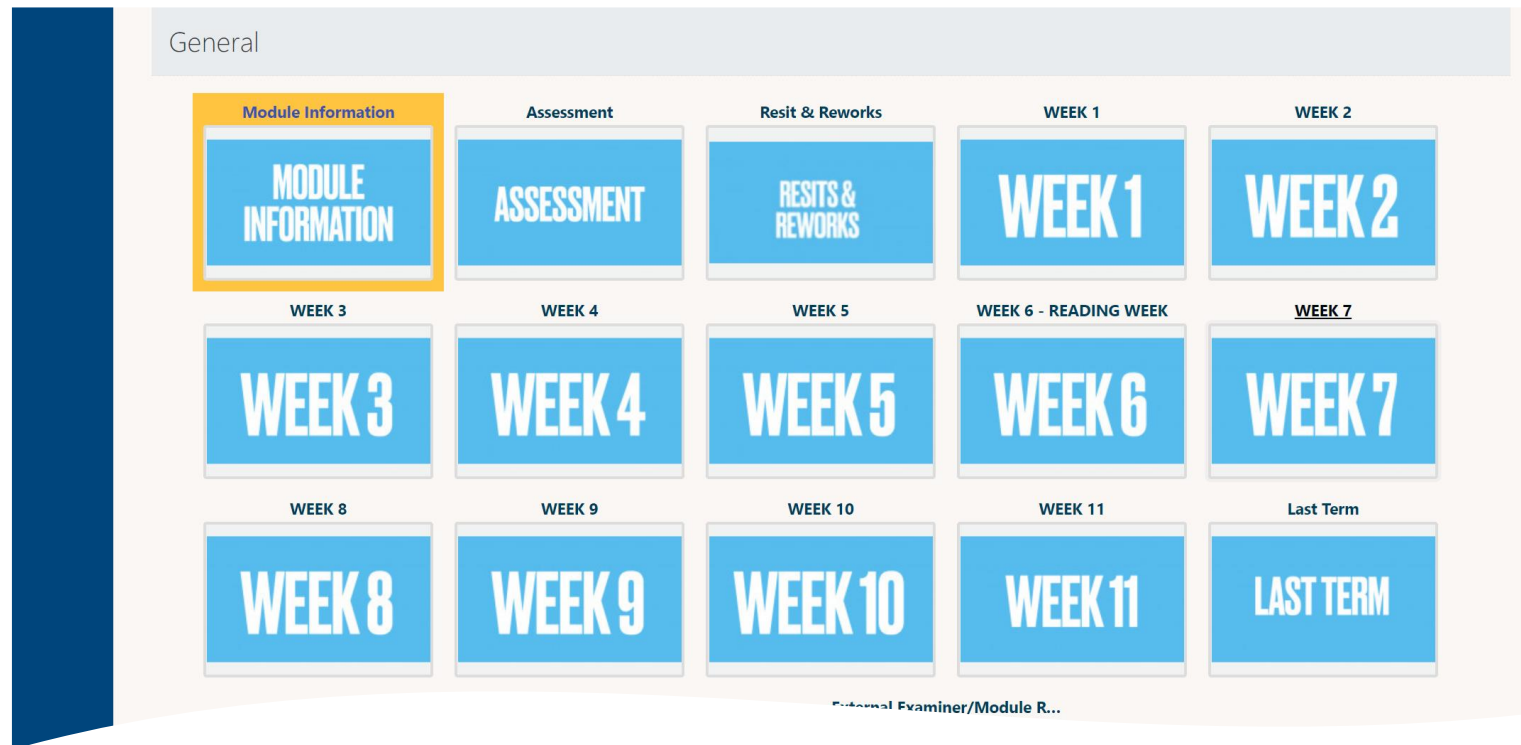
To show the conversation, and make a comment

To raise our hand to ask a question

What other norms can we set?

House Rule(s) - Punctuality





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	12 weeks
Monday, 19 December 2022 ~ Friday, 22 December 2022	3 weeks
Monday, 15 January 2023 ~ Friday, 19 January 2023	3 weeks

Check with your Programme Manager for your term dates

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
01 January 2023	~ 02 January 2023
Good Friday	~ 07 April 2023
Easter Monday	~ 10 April 2023
Closure Day	~ 11 April 2023
May Bank Holiday	~ 01 May 2023
Spring Bank Holiday	~ 29 May 2023
August Bank Holiday	~ 28 August 2023

GRADUATION DATES 2023

Cardiff	~ 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

Marks

- Briefly introduce yourselves.
- Why gastronomy management/ hospitality management?
- What do you expect from the lesson?
- Tell us something special related to you.



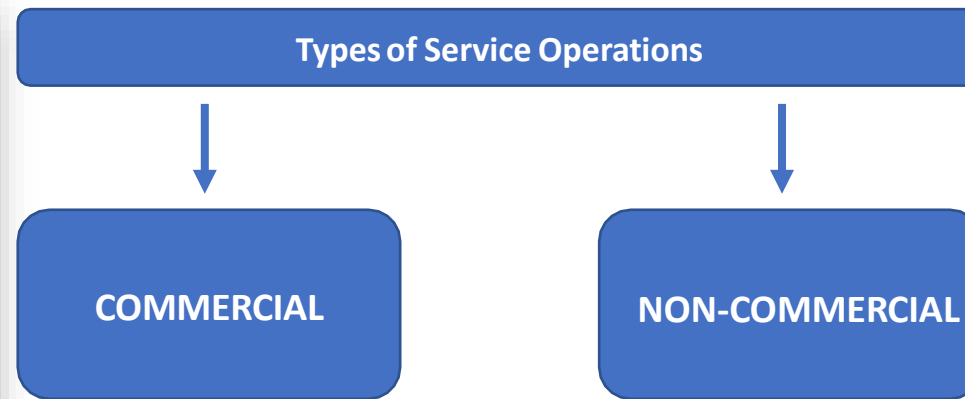


Week One: Restaurant's structure

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

Food & Beverage Operations

Food and Beverage (F&B) Services can be broadly defined as the process of preparing, presenting and serving food and beverages to customers / guests.



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

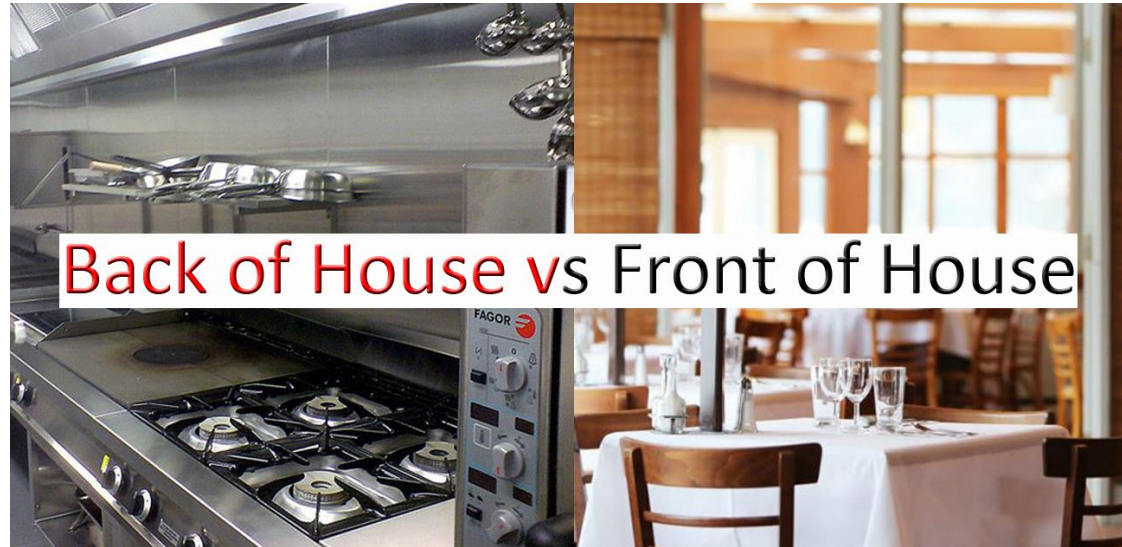
Food is prepared to order with fresh (or perceived as fresh) ingredients; units serve innovative food suited to more sophisticated tastes, in an upscale interior design.

- 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

- Front of House
- Back of House



Terminology

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.



Terminology

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

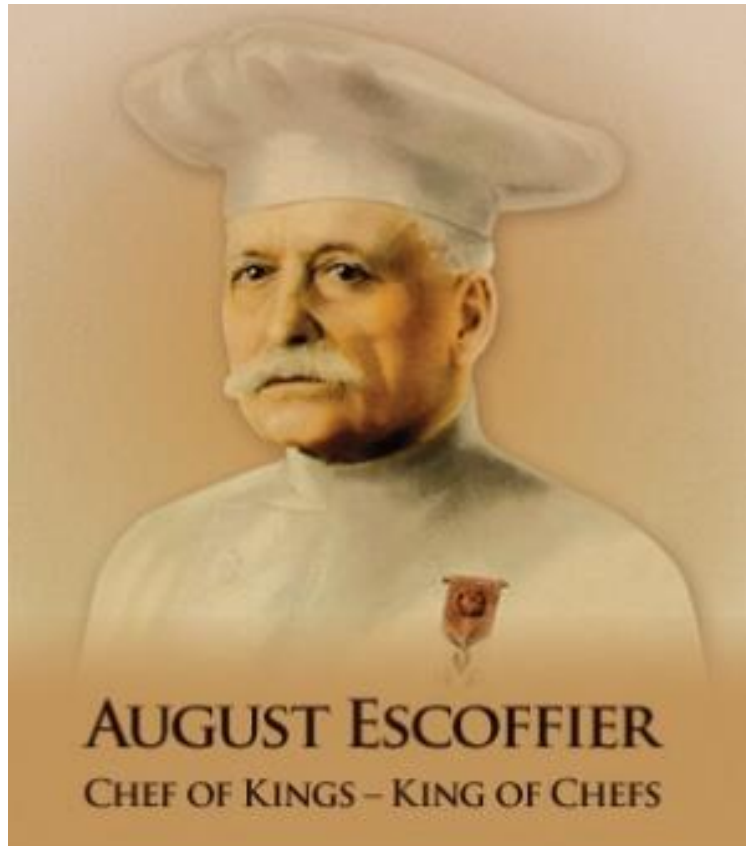
Have you heard that before?

What is Brigade System?

What is that for?



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.**

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. Escuelerie (Dishwasher)

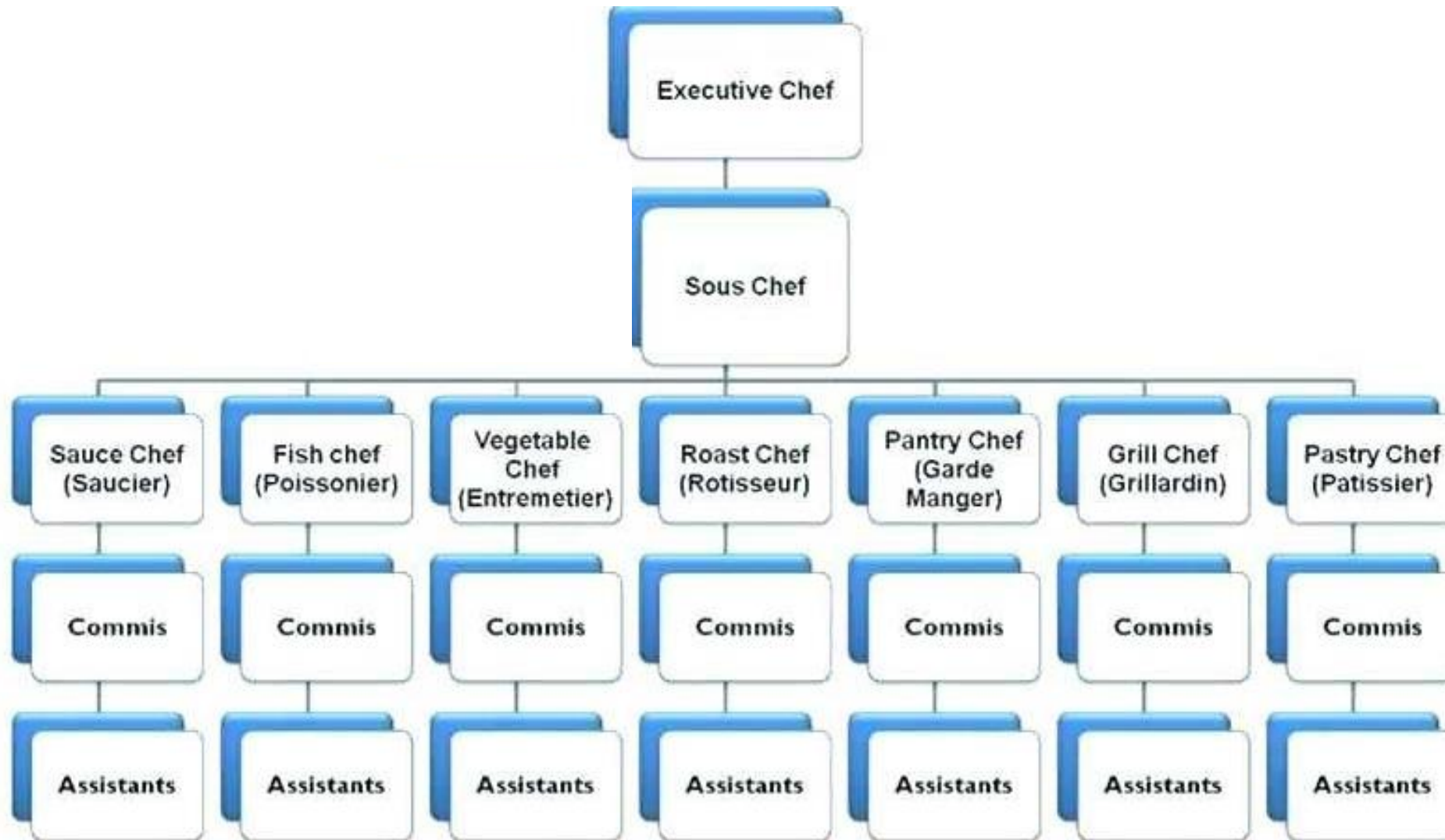
Brigade de Cuisine

Brigade System





IN KITCHEN, EVERYONE IS IMPORTANT...



(Food Production, 2018)



Activity – Role & Responsibility (Kitchen)

- Group Discussion
- What are the responsibilities of the chefs?



Role & Main Responsibilities (Kitchen)

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





Tell me what have you learnt from the video!



4937 9404





Hygiene!

Restaurant Structure

Catering Industry

- Coffee & Pastry Shop
- Bar
- Club
- **Small and Medium Restaurant**
- **Full-service Restaurant**
- Fast-food Restaurant

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 staffs?



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

Next Week...

- Style of Management
- Importance of Teamwork
- Operational Tasks

List of Reference



