

## HOSP06154 Culinary Business Management 2

<b>Full Title</b>	Culinary Business Management 2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	2021
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Module Code</b>	HOSP06154	<b>Duration</b>	Semester - (13 Weeks)
<b>Grading Mode</b>	Pass/Fail	<b>Department</b>	Culinary Arts
<b>Module Author</b>	Sadie Davoren		
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### Module Description

The aim of this module is to enable learners to apply core marketing business principles and costing to a culinary setting.

### Learning Outcomes

**On completion of this module the learner will/should be able to:**

1. Identify and explain the marketing communication process and the nature of the communication mix.
2. Apply accounting information, concepts and principles in the preparation of financial accounts.

### Indicative Syllabus

#### 1. Applied Marketing Principles:

The concept of the customer service experience  
 Consumer buying behaviour  
 Marketing segmentation, targeting and planning  
 The role of pricing

#### 2. Marketing Communications for Culinary/Hospitality:

The Marketing communications mix:  
 Direct Marketing  
 Personal Selling  
 The Menu

#### 3. Applied Accounting Concepts:

VAT  
 Depreciation  
 Stock control  
 Cash flow  
 Menu engineering

### Teaching and Learning Strategy

Lectures & Tutorials.

### Assessment Strategy

CA 40%.

Project 60%.

### Repeat Assessment Strategies

Written examination.

Indicative Coursework and Continuous Assessment:		%		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Continuous Assessment	100 %	TBA	1,2

Blended Delivery Mode Average Weekly Workload:			0.62 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Business Management 2	Not Specified	8	Once Per Semester	0.62

### Required Reading Book List

Gibson, A., Nielsen, M., (2000). *Tourism and Hospitality Marketing in Ireland*.  
ISBN 0717129713 ISBN-13 9780717129713

Connolly, P., McGing, G., (2006). *Hospitality Management in Ireland*.  
ISBN 1842181130 ISBN-13 9781842181133

Dopson, R., Hayes, K., (2010). *Food and Beverage Cost Control*. John Wiley & Sons.  
ISBN 9780470251386 ISBN-13 0470251387

### Journal Resources

None

### Online Resources

<http://arrow.dit.ie/cgi/viewcontent.cgi?article=1016&context=tfschhmtbook>

### Other Resources

[www.failteirelandfoodtoolkit.ie](http://www.failteirelandfoodtoolkit.ie)

### Additional Information

None

### Programme Membership