

# **MODULE DOCUMENTATION**

## **Essentials of Business**

### **BUST06009**

Mandatory


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<b>Full Title</b>	Essentials of Business		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	2009
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Module Code</b>	BUST06009	<b>Duration</b>	Stage - (26 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Culinary Arts
<b>Module Author</b>	Tom Edwards		

### Module Description

The aim of this module is to introduce learners to the core business principles and their applications within a hospitality and culinary context which involves exploring the fundamentals of management, the role of marketing, principles of food and beverage accounting and costing and the significance of innovation and entrepreneurship.

<b>Learning Outcomes</b>	
	<b><i>On completion of this module the learner will/should be able to:</i></b>
1.	Demonstrate knowledge of the fundamentals of management and the business environment of the culinary/hospitality industry
2.	Describe the basic philosophy of marketing as it pertains to the culinary sector including the influences that affect consumer buying behaviour and the marketing mix.
3.	Explain the marketing communication process and the nature of the communication mix.
4.	Demonstrate an understanding of the role that accounting information, concepts and principles have in the preparation of financial accounts.
5.	Prepare and present the financial accounts for a culinary business in a prescribed standard format
6.	Produce a Business Plan for a culinary business

### Indicative Syllabus

#### 1. Management Fundamentals:

- definitions of management
- Managerial skills and level: marketing, quality, stock control and costing
- Nature of the hospitality industry
- Business environment for culinary professionals
- Managerial functions: planning, organizing, leading, staffing and controlling

#### 2. Marketing Principles

- The Philosophy of Marketing
- Defining Marketing
- The hospitality marketing environment
- The concept of the customer service experience
- Consumer buying behaviour
- Marketing segmentation, targeting and planning
- The role of pricing

#### 3. Marketing Communications for Culinary/Hospitality

- The Communication Process
- The Marketing communications mix
- Advertising
- Sales Promotion
- Direction Marketing

- Personal Selling
- The Menu

#### 4. Accounting Concepts

- Purpose of Accounting Records
- Users of Accounting
- Accounting in a Hospitality/Culinary context
- Objectives of Financial Statements
- Principles of Food and Beverage Costing
- Identify IT Based food Cost Control Systems

#### 5. Fundamental of Accounts Preparation

- Apply business mathematics e.g. percentages, numerical operations, simple and compound interest and consumer price index.
- Introduction to costing and menu design
- Preparation of double, entry, ledger, accounts, trial balance, income statement and balance sheets.
- Calculate salaries, labour costs and VAT.

#### 6. Business Plan

- Explain the importance of business planning and understand the main components in the design of a business plan.
- Be able to design a basic business plan including the main components
- Present a completed formal business plan.

### Teaching and Learning Strategy

Overall the teaching and learning strategies employed will be student-centred and focus upon active learning. A combination of delivery methods will be employed including lectures, case-studies, group-work, practical research and evaluating topical issues via print and online materials.

### Assessment Strategy

The assessment strategy will be fair, consistent and aligned with the learning outcomes as prescribed. The continuous assessment element will be comprised of two written projects addressing core components of the indicative syllabus.

### Repeat Assessment Strategies

Indicative Coursework and Continuous Assessment:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
UNKNOWN	Class Assessment student-led seminar, group projects, reports.	60 %	UNKNOWN	1,2,3,4,5,6

End of Semester / Year Formal Exam:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
UNKNOWN	Final Exam	40 %	End of Term	1,2,3,4,5,6

Full Time Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	lecture	Not Specified	2	Weekly	2.00
Practical	workshop	Not Specified	1	Weekly	1.00

### Literary Resources

Davis B., Lockwood A., Pantelidis I., Alcott P., (2008), Food and Beverage Management, (4th ed.) Oxford, Butterworth-Heinemann. ISBN 978-0-7506-6730-2

### Other Resources

Dyson, J (2007) Accounting for Non-Accounting students, latest edition, USA, FT

Owne, G.(1998) Accounting for Hospitality, Tourism & Leisure, (2nd ed). London, Prentice Hall. ISBN13: 9780582312951 (Still readily available despite year of publication.)

#### **Programme Membership**

GA\_OCPCG\_C06 202000 Higher Certificate in Arts in Culinary Arts - Professional Chef Programme

GA\_OCGSG\_B07 202000 Bachelor of Arts in Culinary and Gastronomic Sciences

GA\_OCGSG\_H08 202000 Bachelor of Arts (Honours) in Culinary and Gastronomic Sciences

GA\_OCGSG\_C06 202000 Higher Certificate in Arts in Culinary Arts (Exit)