

Cornell University
School of Hotel Administration



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

EXECUTIVE DEVELOPMENT PROGRAMME

Foodservice Management

「餐飲服務管理」高級管理課程

5 – 6 September 2013

Course Leader

Prof. Christopher C. Muller, Ph.D.

Executive Education Faculty,

School of Hotel Administration, Cornell University

Executive Development Programme

Foodservice Management

「餐飲服務管理」高級管理課程

Course Focus:

This advanced course will introduce participants to high level concepts and topics necessary for the comprehensive understanding of the functioning and management of cutting edge restaurant and foodservice units.

Course Include:

1. Spotting Trends & Innovations
2. Guest Service Management
3. Forecasting, Budgeting & Controls
4. The Operations Based Marketing Manifesto
5. Menu Pricing Strategies
6. Service Staff Training & Motivation Strategies
7. Developing A Strong “Bench” of Managers
8. Great Manager to Great Leader

Key Benefits:

Designed for the Food & Beverage or Restaurant Manager seeking to gain a competitive advantage for their business. At the completion of this course the participants will be able to provide an overview of the various elements that, when integrated, comprise the profitable functioning of a foodservice unit. They will understand the relationships between and among innovation and trend spotting, using operations based marketing, sales promotion, and menu pricing strategies. They will be able to integrate guest service management with creating customer value through staff training and motivation strategies. Along with these benefits they will learn to understand the relationships between and among menu development, forecasting, budgeting, labour scheduling and food production. Participants will identify and build a strong team of potential management stars who are ready for promotions and then become the leader of that strong team.

Teaching Method:

The course will include group case analysis, lectures and topical discussion sessions.

Language

English

Venue

Pousada Conference Room, Institute for Tourism Studies
Macao SAR, China

Programme fee

Macao ID-holders: MOP8,650
Non-Macao ID-holders: MOP14,840

Registration Deadline

1 August 2013 (Thursday)
(on first-come-first-served basis)

Registration Form & Website

<http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284>

For further information or enquiry

Tel: (853) 85061 250
Fax: (853) 85061 283
Email: edp@ift.edu.mo



Disclaimer

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.

About the Organisers



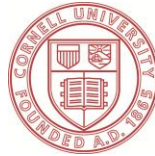
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Christopher C. Muller



Christopher Muller, Ph.D. is a leading academic expert in the field of corporate/chain restaurant management. His research has focused on multi-unit restaurant brand management; chain restaurant organisation development and growth; and the training of multi-unit managers.

Most recently he served as the Dean and chief academic and administrative officer for Boston University's School of Hospitality Administration, one of the leading undergraduate programmes in hospitality management education in the United States. Enrollment is approximately 425 students in the four-year degree programme, with a full-time faculty of 9 professors and 20 industry expert adjunct professors.

Prof. Muller has lectured on management topics to a variety of individuals throughout the world, including presentations to organisations from Germany, Great Britain, Russia, Italy, Singapore, Hong Kong, Korea, Australia, Mexico, Central and South America. Muller is one of the co-founders of the annual European Foodservice Summit (www.efss.ch). Prior to Boston University he was a Professor in the Rosen College of Hospitality Management at the University of Central Florida where he was the Director of the Center for Multi-Unit Restaurant Management. Prof. Muller taught at Cornell University's School of Hospitality Administration for over a decade.

Prof. Muller has had extensive experience in the hospitality service business. He co-founded 'Za-Bistro! Restaurant Holdings, Inc.' a start-up restaurant company based in the Orlando, Florida market. He has owned or operated restaurants and small hotels throughout New England, has worked in the international wine import and sales industry, and has served as a consultant to local, national and international restaurant, beverage, and hospitality management companies. He has been recognised as a Federal expert witness in a number of precedent setting legal cases on topics ranging from restaurant trade dress and intellectual property, franchisee rights, and negligence issues.

Dean Muller received both his Doctorate and Masters degrees from the School of Hotel Administration at Cornell University. He has written the upcoming book, **The Leader of Managers: Leading in the Multi-Unit, Multi-Site and Multi-Concept World**. With Mr. Doug Doran he wrote the workbook **10 Steps to "Managing Managers"—Leading in the Multi-Unit Environment**. With Dr. William Fisher he co-authored **Four-Dimensional Leadership: The Individual, The Lifecycle, The Organisation, The Community, and Leadership Exercises! Taking a Leadership Role in the Hospitality Business**. Prof. Muller has published more than 30 articles in *the Boston Hospitality Review*, *the International Journal of Hospitality Management*, *the Cornell Hotel and Restaurant Administration Quarterly*, *the Journal of Hospitality & Tourism Research*, *FIU Hospitality Review*, *Foodservice Europe*, and *the Hospitality and Tourism Educator*.