MEETING THE CHALLENGES OF FOODSERVICE MANAGEMENT

Course Focus

Success in the restaurant business is based upon the ability to know what characterizes a sustainable customer base, and to be able to serve the needs and expectations of that base better than your competition does. This course prepares you for success by investigating key topics you must understand before planning, opening, and managing a foodservice operation.

Who Should Take this Course?

This course is designed for Foodservice professionals who wish to learn success strategies in facing major challenges in planning, opening and managing a foodservice operation.

Course Benefits

After completing this course, participants will be able to:

- Identify the factors that drive a restaurant's success or failure
- Discuss current issues and challenges affecting foodservice operations
- Employ strategies to manage trends and fads

Course Topics

In this course, explore the key reasons that a food and beverage operation is successful. Learn strategies for managing trends and fads in the foodservice industry, and discover the opportunities and risks associated with incorporating trends and fads in a foodservice operation. Develop your understanding of labor, technology, and economic issues, as well as issues having to do with the competition and with consumer attitudes. Identify major challenges facing foodservice operators, such as changing lifestyles and demographics and labor market issues, and look at ways those challenges are being met today.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Foodservice Management
- Certificate in Hospitality Management
- Certificate in Restaurant Revenue Management
- Master Certificate in Foodservice Management

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