

LVA

Diploma in Bar & Food Management

2019/2020 Prospectus



The Art of Great Food and Drink



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1. Introduction

Following two successful sold out years of the LVA Diploma in Bar & Food Management, we are delighted to open for applicants for our next year commencing September 2019. This Diploma is suitable for junior and senior managers and publicans.

The Diploma will run over 2 terms of 10 weeks pre-and post-Christmas with a break for Halloween, Easter and finishing up before the busy Christmas and Summer periods.

The Diplomas focus on practical learning and offer valuable templates which can be used in the participants' own premises.

It teaches participants upselling, waste reduction, customer service and increasing revenues to name but a few. 50% of our participants are publicans or running the premises themselves and this adds to the rich examples worked through in classes.

For example, the HR and performance management modules cover many of the areas that take up a lot of time for pub management such as recruitment, handling employee disciplinary issues and improving overall employee performance levels and motivation. Many pub managers had been looking for a way to increase their knowledge across these and other areas but in a practical way. The diploma has been set up to do just that and to fulfil that need.

All course materials are available for download and review 24/7 from our online learning resource portal Moodle. The course ends with a Graduation Ceremony celebration with friends and family in April.

General Course Details

All participants will complete a short one-page application form to highlight their level of experience, and classes will be streamed into two groups depending on seniority and level of experience.

- The courses are exclusive to LVA Members and their employees.
- The Junior stream is aimed at middle management and Senior Bar employees/keyholders (held on Tuesdays).
- The Senior stream is aimed at publicans and Senior Management (held on Wednesdays).
- Course fee of €800 must be paid upfront to secure a place. Only 35 places per class.
- It will be a classroom run course in the LVA offices from 10.00am to 1.00pm.
- LVA source top class course presenters such as Marc Thornton, Blathnaid Bergin and Brian Downes.
- Participants will be provided with valuable operational templates, course notes and other relevant learning materials for each module in advance through Moodle.
- Assessment will be 67% multiple choice questions and 33% classroom participation.
- Combination of active learning and classroom learning. Aim is to be as practical as possible. Less focus on academic heavy theory. Role plays and case studies/real life examples will be used to embed learning where relevant.



2. Overview of topics covered

An overview of topics covered for each module is listed below.

All modules will focus on standard operating procedures (SOPs) and lean management principles.

Customer Care & Communication – Marc Thornton – DTA Marketing

- Upselling
- Delighting – making a difference to customer experience
- Communication - Effective listening, engaging with customers
- Customer journey
- Setting standards
- Social and cultural standards

Operations Management – Blathnaid Bergin – The Business of Food

- Identifying areas of your food and beverage operations where positive changes can be made.
- SWOT analysis of your Food & Beverage Operation to identify actions needed.
- Hidden Cost Elimination Review
- Key Performance Indicators

Human Resource Management – Gillian Knight - LVA

- Recruitment and selection: Terms and conditions of work, job analysis, job description; employee specification, advertisement, sorting applications, short listing, interviewing, and induction which will include role plays.
- Grievance and Disciplinary Management – which will include role plays
- Overview of HR Legislation relevant to the Drinks sector
- Rewards strategies

Performance Management – Brian Downes – Performance Cubed

- Understanding the potential performance gaps
- Engagement and performance
- Structures for developing and managing high performance
- Creating a performance management strategy
- Performance Conversations
- Leadership Styles

Food and Beverage Management – Blathnaid Bergin – The Business of Food

- Golden Rules of F&B
- Writing menu descriptions and the physical menu
- Employee training
- Kitchen management operations at a glance
- Kitchen management cycle
- Beverage Management





Marketing Management – Marc Thornton – DTA Marketing

- **General Marketing** – upselling, print media, customer generation.
- **Event Management** - Defining and conceptualising events, Impact analysis, Event planning, Marketing events, Event sponsorship, Management issues, identifying the key to successful events.
- **Social Media** - Effective social media management and analysis of these activities, Branding. Attracting customers from overseas – Use of Google, magazines, 360 degree videos.

Hospitality Law & Insurance – Gillian Brennan - Nathaniel Lacy & Partners

- Introduction to Hospitality Law
- Intoxicating Liquor Licensing
- Entertainment Permissions Admission
- Refusal Law
- Law governing Supply of Intoxicating Liquor, Liability for Personal Injury and Liability for Theft of Customer Property
- Data Protection Act
- Surveillance Law – CCTV use.

- Avoiding claims within your premises.
- Managing Insurance claims effectively.

Occupational Health and Safety – Andrew Herbst – SafeHands.ie

- Irish Occupational Health and Safety Legislation
- Risk Management
- Occupational Hygiene
- Accidents and First Aid
- Chemical safety and electrical, gas and fire safety
- Security, Stress, violence and bullying
- Manual Handling and ergonomics
- HACCP and allergen management
- Use of hand tools and portable equipment
- Disabled persons management

Fraud Prevention – Ronan Galligan – Ronan Galligan Security

- Data/information control systems- password control
- Credit card security
- CCTV security and employee security
- Fraud prevention

3. Timeline for each module

Module Number	Module Title	Number of 3 hours classes	Total Hours of class time	Total Fee
1	Customer Care & Communications	3	9	
2	Operations Management	2	6	
3	Human Resources Management	3	9	
4	Performance Management	2	6	
5	Food & Beverage Management	3	6	
6	Marketing Management	3	9	
7	Law & Insurance	1	6	
8	Fraud Prevention	2	6	
9	Occupational H&S	1	3	
TOTALS		20	60	€800

4. Payment

The course fee of €800 must be paid upfront through Eventbrite or by calling the LVA with credit card details. It is non-refundable for non-attendance. Refunds will not be given on the course fee due to non-completion. Each delegate must complete the entire course – it cannot be

broken down among several employees. Refunds cannot be given as the course will be sold out. To be awarded the Diploma in Bar Management all modules must be passed. If you do not pass all modules, some repeat options may be offered at an additional cost.

5. Assessment of Courses

There will be a maximum of 35 per class. 33% of the grade will be awarded for classroom participation. 67% on multiple choice questions for each module.

70% attendance required to complete each module class. Attendance to be confirmed by the LVA employee to the person(s) funding the course. All participants will be required to sign in attendance for each class.

6. Junior Stream details

Course will run every Tuesday from 10.00am to 1.00pm in the LVA.

- Part 1, 10 weeks - Start 3rd September until mid November 2019 (including a week off for reading week 29th October).
- Part 2, 10 weeks – Start 14th January until the start of April 2020 (including a week off 17th March).



7. Senior Stream details

Course will run every Wednesday from 10.00am to 1.00pm in the LVA.

- Part 1, 10 weeks - Start 4th September until mid November 2019 (including a week off 30th October).
- Part 2, 10 weeks – Start 15th January until start of April 2019 (including a week off 18th March).

8. Here's what our participants have said about the Diplomas



"I really like it a lot. I was looking forward to it since last year when I heard about it the first time. They put more value on what a manager is meant to be and what we are supposed to do as a job."

Amnarepse Salas,
Bar Manager – The Globe



"We're going to have 3 or 4 from Kealy's on it next year, so I'd definitely recommend it."

Alison Kealy,
Publican - Kealy's of Cloghran



"It's really good. The lecturers are very good but also talking to other people within the business I find very beneficial. People talking to each other on what they do in their pubs but also your own experiences."

Brian Devitt,
Publican – The Two Sisters Pub



"You'll get great experience - you'll get a lot out of it."

Chris Judge,
Bar Manager - The Watermill.



"It was brilliant. The course is really good. You learn as much from the candidates as you do from the teachers and the teachers have been very good."

David Lawlor,
Bar Manager – Lundy Foot



"I thought it was super, it gives you quite a varied experience of what happens now – everything from food to bar management. It gives you things that you hadn't even thought about over your years in the bar trade."

"Yeah definitely give it a go if you want to further your bar career."

Darren Keane,
Publican – The Eleanora



"I found it great, really informative. It was very, very good."

Claire Murphy,
HR/Payroll Administrator,
The Martello Hotel



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