



# Sydney Executive Development Programme 2014

in cooperation with the Cornell University  
School of Hotel Administration

- Food and Beverage Management Programme
- Senior Executive Development Programme



Cornell University  
School of Hotel Administration

# Food & Beverage Programme

## Food & Beverage Executive Development Programme

Monday May 26 and Tuesday May 27, 2014

09:00 — 16:00

QT Hotel, Market Street, Sydney

This practical programme is designed to increase the bottom line in trading with emphasis and inclusion of the following points:

- Increase of turnover through Marketing & Sales Activities
- Control the Cost of Sales on Food & Beverage by implementing a Control Strategy
- Provide an understanding of Employment Expenses and how to control same.
- Control of Operating Expenses / Other Expenses

### Key Benefits

The industry strongly supports Workforce Futures.

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.

### Topics Include:

- Spotting Trends & Innovations
- Guest Service Management
- Forecasting, Budgeting & Controls
- The Operations Based Marketing Manifesto
- Menu Pricing Strategies
- Service Staff Training & Motivation Strategies
- Developing a Strong “Bench” of Managers
- Great Manager to Great Leader

### Certificate

All participants will receive a globally recognised Cornell School of Hotel Administration Certificate of Attendance.

# Executive Programme

## Senior Executive Development Programme (General Managers / Directors)

Wednesday May 28 and Thursday May 29, 2014

09:00 — 16:00

Park Hyatt Sydney, Hickson Road, The Rocks

This senior Executive Development Programme will include the following topics:

- Understanding the Uniform System of Accounts for hotels and restaurants, revenue and expense tracking to ensure reporting accuracy
- Using ratio and comparative analysis of operations through industry and competitive – set statistics
- Understanding cost / volume / profit (CVP) analysis to evaluate operating alternatives
- Determining pricing strategies and making decisions
- Using operational and capital-expenditure budgeting
- Developing cost estimates, standards, transfer-pricing mechanisms, and responsibility centres

### Key Benefits

Participants gain the ability and confidence to use financial - analysis tools to increase profitability within their operations.

### Programme Focus

This programme will focus on the application of financial management concepts useful in analysing hospitality operations. Managerial accounting tools will be explained, examined, and applied as they relate to the decision-making process. Emphasis will be on communicating and interpreting financial data from a General Manager perspective. Common terminology used by owners, operators and others involved in the development process will be defined and incorporated in an operational analysis. The format involves lectures, case studies and problem sets.

### Certificate

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The School of Hotel Management was established in 1928 and provides leadership development across the globe. Programmes were last presented in Sydney in February 1988.



Tourism Training Australia was established in 1982 by the Tourism & Hospitality Industry and works closely with Tourism & Hospitality operators in all States / Territories to drive training forward.



Tourism Accommodation Australia (TAA) represents the interests of the 24 Australian Accommodation Chains and over 800 individual members in the Hotel, Serviced Apartment, Integrated Resort, Motel and Vacation Ownership sectors. Servicing owners, operators, managers, franchises and other industry stakeholders, TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836.

Supported by:

