

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**ORGANISATION
OF THE RESTAURANT INDUSTRY**

Syllabus
for Bachelor's (first) degree students
of speciality 242 "Tourism"

Kharkiv
S. Kuznets KhNUE
2017

UDC 338.488:640.43(07)

BBC 65.431p

O-64

Затверджено на засіданні кафедри туризму.

Протокол № 1 від 20.09.2016 р.

Самостійне електронне текстове мережеве видання

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Organisation of the Restaurant Industry : syllabus for Bachelor's O-64 (first) degree students of speciality 242 "Tourism" : [Electronic edition] / compiled by O. Akhmedova, O. Sushchenko. – Kharkiv : S. Kuznets KhNUE, 2017. – 51 p. (English)

The thematic plan of the academic discipline and its contents are presented according to the modules and themes. Plans of lectures, practical lessons and seminars, materials for consolidation of knowledge (tasks for independent work, test questions), criteria for students' knowledge assessment, professional competences a student must have after studying the academic discipline are provided.

For Bachelor's (first) degree students of speciality 242 "Tourism".

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Introduction

Restaurant industry, being a part of the hospitality system, is presented in all areas, including people's homes, public places and international relations as an integral element of the global tourism sphere. In any country the restaurant industry contributes greatly to meeting social, cultural, economic and entertainment needs. It operates in commercial fields that provide food and beverage, as well as entertainment services for guests or clients.

Studying the restaurant industry promotes critical awareness of the social, cultural, economic and environmental factors that affect the restaurant industry by focusing on restaurant management practices. It fosters creative and entrepreneurial skills, commitment to service and awareness of the global opportunities available in the restaurant industry by developing operational, management and transferrable hospitality skills.

The academic discipline "Organisation of the Restaurant Industry" introduces students to restaurant sectors and environments, issues, management practices and skills as they engage in operational and theoretical restaurant industry frameworks. Students are trained to reflect on different events to become familiar with industry practice. Using the inquiry approach, they examine and evaluate issues and explore the possibilities for a sustainable future for the industry.

Students work individually and in teams. They develop processes of research, critiquing and decision making and communicate ideas, information, opinions, arguments and conclusions, using information and communication technologies (ICTs) and employ technologies used in hospitality situations.

The academic discipline "Organisation of the Restaurant Industry" gives students a foundation from which their skills and understandings of hospitality can develop. Understandings and skills in this sphere could lead students to professional hospitality careers in food and beverage, catering, accommodation, entertainment, resorts, tourist attractions, festivals and events, tourism businesses.

The academic discipline "Organisation of the Restaurant Industry" is a fundamental academic discipline, obligatory according to the curriculum of Bachelor's (first) degree students of speciality 242 "Tourism".

1. Description of the Academic Discipline

Name of factor	Subject area, training direction, academic degree	Academic discipline features
		full-time education
Number of credits according to ECTS: 6	Subject area 24 "Services Sector"	Obligatory
Modules: 2	Speciality 242 "Tourism"	Academic year:
		3
Term		
6		
Thematic modules: 2		Lectures
		48
Sum total hours: 180. The number of weeks for teaching of the academic discipline: 12	Academic degree: bachelor in tourism	Practical (seminar) studies
		24
Independent training		
54 hours		
Number of hours per week: 6		Individual training
		54 hours
		Assessment: examination

Note. The proportion of classroom hours to independent and individual training is:

for full-time education: 57.7 %.

2. The Purpose and Tasks of the Academic Discipline

The syllabus of the academic discipline "Organisation of the Restaurant Industry" is compiled according to the educational and professional programme of speciality 242 "Tourism" of the first (bachelor) level.

The subject of the discipline is characteristic of the types, classes, levels of the restaurants and their classification; services provided in the establishments of the restaurant industry and their classification; types and forms of food, material, technical and logistics facilities of the restaurants; general principles of organization of the main and additional units of

production, the production process; organization of the work processes, operational planning of production; organization of the daily maintenance; customer service in the restaurant; organization of customer service using "buffet" or "smorgasbord"; arranging services for banquets and receptions; service organization of certain contingents, special events etc.

The purpose of the academic discipline is to help future specialists in the sphere of tourism to plan and provide implementation of food and beverage service in the process of tourist activity.

The tasks of the academic discipline are:

shape the students' knowledge about the principles of organization of restaurant business as well as the ability to perform planning, organizational and management functions in the field;

provide students with the specialized knowledge of complex features of the organization of production; the effectiveness of the production in the restaurant industry; the rational organization of labour at the enterprise; the technological process of customer service in the restaurant of different types ensuring an adequate level of product quality and services; the effective use of the decision-making process on the determination of the status and prospects of the organization of catering institutions in terms of market relationships;

provide the students with the skills in defining the objectives of catering, rational organization of work and labour; the organization of production; resolution of problem situations in the process of customer service in the restaurants;

form the competences of the industry professionals in the new market economy.

The discipline also introduces students to the principles of marketing, menu planning, service styles, nutrition, sanitation and safety, purchasing, and control systems as they apply to food and beverage management in an operational setting.

The theoretical bases of the discipline "Organisation of the Restaurant Industry" are academic disciplines: "Organisation of Tourism", "Organisation of Tourist Services", "The technology of Tourism", "Organisation of the Hospitality Industry". The academic discipline is the core one for bachelors in tourism. Upon successful completion of the academic discipline "Organisation of the Restaurant Industry" the students have to:

know:

the principles of organization of the restaurant industry, as a link of the service sphere;

organization of supply of the restaurants of different types and levels;

organization of warehouse processes with the elements of logistics;

organization of container management;

the general principles of the service system organization in the field of the restaurant industry;

characteristics and classification of methods and forms of customer service in the restaurant industry;

organization and modelling of the process of daily customer service in the restaurant industry;

organization of banquets and receptions;

organization of customer service during special events, at the resorts, in the health and sport training camps, on the public transport, etc;

organization of tourist services in the restaurant establishments;

the basic principles of the service process of a certain contingent of people in restaurants;

rational organization of work in the restaurant business;

be able to:

apply the legal and normative bases of the restaurant industry;

define the content and types of the restaurant services;

manage operational systems of the restaurant;

manage the marketing system of the restaurant;

provide catering services on different types of transport;

provide catering for various occasions;

provide catering of tourists during different types of travelling;

choose the adequate cuisine or menu for foreign tourists;

compose and calculate menus;

insure safe and secure stay of the guests in the restaurants or other food service establishments.

The main attention is paid to the professional competences which students acquire in the process of learning the academic discipline (Table 2.1).

The structure of the professional competences and their formation according to the National Qualifications Framework of Ukraine is provided in Appendix A.

**Professional competences that students get after studying
the academic discipline**

Competence code	Competence name	Competence constituents
ORI * 1	The ability to understand the essence and the types of the establishments of the restaurant industry and peculiarities of their development	The ability to define the content and types of the restaurant services
		The ability to apply the normative and legislative basis
		The ability to regulate the relations between the restaurant's subdivisions
ORI 2	The ability to manage the systems of the establishments of the restaurant industry	The ability to manage operational systems
		The ability to manage people systems
		The ability to manage the marketing system
		The ability to manage the financial system
ORI 3	The ability to provide restaurant services and catering to tourists	The ability to provide restaurant services on different types of transport
		The ability to provide restaurant services in different tourist travels
		The ability to provide catering on various occasions
ORI 4	The ability to organise the restaurant services	The ability to provide catering of tourist during different types of travelling
		The ability to choose the adequate cuisine or menu for foreign tourists
		The ability to comply and calculate menus
ORI 5	The ability to provide quality and safety of services in the establishments of the restaurant industry	The ability to provide high quality service
		The ability to insure safe and secure stay in restaurants

* *Organization of the Restaurant Industry.*

3. The Syllabus of the Academic Discipline

Module 1

Organisation of the system of service in restaurant establishments

Theme 1. The basic notions and definitions of restaurant services

- 1.1. A general overview of the hospitality industry and restaurant establishments.
- 1.2. The main definitions of the restaurant industry.
- 1.3. The main directions and perspectives of development.
- 1.4. The role of the academic discipline in the process of training specialists of the tourism sphere.

Theme 2. The history of the restaurant industry development in Ukraine and in the world

- 2.1. A brief history of the restaurant industry development.
- 2.2. Development of scientific and practical approaches under the modern conditions.
- 2.3. The restaurant industry in Ukraine.

Theme 3. The legal and normative regulation of the restaurant industry

- 3.1. The restaurant industry standards.
- 3.2. National and international jurisdictions outside the local area.

Theme 4. The types and characteristics of restaurants

- 4.1. Classification of restaurants according to DSTU 4281:2004.
- 4.2. Classification of restaurants according to main characteristics.
- 4.3. Regional peculiarities and rationale of the restaurant establishments' placement.

Theme 5. The organisational structure of the restaurant

- 5.1. Kitchen organization.
- 5.2. The classic kitchen brigade.
- 5.3. The modern kitchen brigade.

Theme 6. The technology of food production in restaurants

6.1. The basic principles of the technology of production in the restaurant industry.

6.2. The principles of rational production (specialisation, proportion, continuity, rhythm, automation, flexibility).

6.3. The types and characteristics of production. Terms and conditions of increasing productivity.

Theme 7. The types of menus. Menu planning, pricing, evaluation Nutrients, types of food

7.1. Meals and menu planning.

7.2. Different types of menus – table d'hote, a'la carte, state banquets, buffet, event banquets, old/hot spreads, for various types of function.

7.3. Methods of menu pricing and evaluation.

7.4. Rational nutrition of tourists.

Theme 8. Forms, types and methods of restaurant services

8.1. Preparation of the restaurant – mis-en-place & mis-en-scene, rules for laying the table and waiting.

8.2. Different forms of service – Russian, American, French, Indian and English.

8.3. Useful tips for food/beverage service.

8.4. Restaurant vocabulary – English and French.

Theme 9. Types of restaurant services provided to tourists according to the resort and recreational specifications

9.1. Characteristics of the restaurant establishments in hotels.

9.2. Children and old people nourishment.

9.3. Room service.

9.4. Recreational and sport camps. Differences and peculiarities.

Theme 10. Contemporary methods of catering in tourism

10.1. New trends in the restaurant and catering industries.

10.2. Coordination and correspondence of the type of catering to the level of the placement and lodgings of tourists.

10.3. Servicing the participants of the conferences, presentations, meetings, festivals, exhibitions, competitions etc. Demands to the assortment and range of food.

10.4. National traditions of cuisines in the countries of the world.

Theme 11. Types of catering in tourism. Catering on board, on trains, etc.

11.1. Catering during the flight.

11.2. Catering on a train.

11.3. Voyage catering.

Module 2

Organisation of functioning of the restaurant industry establishments

Theme 12. Personnel management in the restaurant

12.1. Staff organisation of F&B departments.

12.2. Inter- and intradepartmental coordination.

12.3. The importance of rational organisation of work.

Theme 13. Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees

13.1. Job opportunities in the restaurant industry.

13.2. The importance of networking.

13.3. Principles of formation of the norms of time.

Theme 14. Evaluation of competition strategies and price planning of restaurants according to the market changes

14.1. Operations, budgeting, and control.

14.2. Restaurant operations.

14.3. Control and controllable expenses.

14.4. Labour costs and guest check control.

14.5. Productivity analysis and cost control.

Theme 15. Safety in the restaurant industry

15.1. Sanitation and safety laws and norms.

15.2. Food production and sanitation.

15.3. Food protection as a system.

Theme 16. Organisation of supply in the restaurant industry establishments

- 16.1. Effective supply of the raw food.
- 16.2. Supply of the convenience food.
- 16.3. Supply of furniture, equipment, cutlery, crockery and accessories.

Theme 17. Marketing and advertising activities

- 17.1. Marketing in the restaurant business.
- 17.2. Marketing planning and strategy.
- 17.3. Marketing mix – the four Ps.
- 17.4. Planning and decision making.
- 17.5. Advertising and promotion.

Theme 18. The quality of the restaurant services

- 18.1. The quality of the restaurant services.
- 18.2. Sanitation and safety laws and norms.
- 18.3. Food production and sanitation.
- 18.4. Food protection as a system.

Theme 19. Functional organisation of the restaurants premises

- 19.1. Organisation of the premises for guests and customers.
- 19.2. Kitchen equipment and kitchen organisation.
- 19.3. Service premises.

Theme 20. Architecture and design in the restaurant industry

- 20.1. Congruity of all the elements of the restaurant (design, architecture, menu, crockery and cutlery, uniforms, etc.).
- 20.2. Contemporary trends and fashion.
- 20.3. The ambience, front and back of the restaurants.

4. The Structure of the Academic Discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the syllabus of the academic discipline and methods of conducting studies, with the form, content and extent of every module, and also with all of the types of control and methods of knowledge assessment.

The process of learning consists in consecutive and detailed working on the educational modules. An educational module, due to its content and interrelations, is nearly a separate independent block of the academic discipline.

The thematic plan of the academic discipline "Organisation of the Restaurant Industry" includes two modules (Table 4.1).

Table 4.1

The structure of a test credit of the academic discipline

Theme	Number of hours				
	Sum total	Lectures	Practical (seminar) studies	Individual studies	Independent studies
1	2	3	4	5	6
Module 1					
Organisation of the system of service in restaurant establishments					
<i>Theme 1.</i> The basic notions and definitions of restaurant services.	114	4	2	4	4
<i>Theme 2.</i> The history of the restaurant industry development in Ukraine and in the world					
<i>Theme 3.</i> The legal and normative regulation of the restaurant industry.	14	4	2	4	4
<i>Theme 4.</i> The types and characteristics of restaurants					
<i>Theme 5.</i> The organisational structure of the restaurant	14	4	2	4	4
<i>Theme 6.</i> The technology of food production in restaurants.	114	4	2	4	4
<i>Theme 7.</i> The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food					
<i>Theme 8.</i> Forms, types and methods of restaurant services.	16	4	2	4	6
<i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications					
<i>Theme 10.</i> Contemporary methods of catering in tourism.	118	4	2	6	6
<i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.					
Sum total for Module 1	90	24	12	26	28

Table 4.1 (the end)

1	2	3	4	5	6
Module 2					
Organisation of functioning of the restaurant industry establishments					
<i>Theme 12.</i> Personnel management in the restaurant.					
<i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	18	4	2	6	6
<i>Theme 14.</i> Evaluation of competition strategies and price planning of restaurants according to the market changes	14	4	2	4	4
<i>Theme 15.</i> Safety in the restaurant industry	14	4	2	4	4
<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments. <i>Theme 17.</i> Marketing and advertising activities	16	4	2	6	4
<i>Theme 18.</i> The quality of the restaurant services	14	4	2	4	4
<i>Theme 19.</i> Functional organisation of the restaurant premises. <i>Theme 20.</i> Architecture and design in the restaurant industry	14	4	2	4	4
Sum total for Module 2	90	24	12	28	26
<i>Consultation before the examination</i>	4				
<i>Examination</i>	3				
Sum total	180	48	24	54	54

5. The Themes of Practical Studies (Seminars)

A practical study is the form of lesson at which a lecturer offers a detailed consideration of certain theoretical issues of the academic discipline and forms students' abilities and skills by defining individual tasks so that students should be able to apply them in practice.

A practical study is carried out with the help of preliminary prepared methodical material – tests for assessment of the mastery of theoretical material, a set of practical problems of various levels of sophistication.

A practical lesson includes the preliminary control of students' knowledge, abilities and skills, their reports and class activity. It is also a possibility to raise a general point in arguments and discussions in groups, pairs and with the lecturer, solving and estimation of the problem questions.

Practical study marks of this academic discipline are taken into account in the current module control. The plans of practical studies are given in Table 5.1.

Table 5.1

The themes of practical lessons

Theme	Practical lesson	Hours	Recommended literature
1	2	3	4
Module 1			
Organisation of the system of service in restaurants establishments			
<p><i>Theme 1.</i> The basic notions and definitions of restaurant services.</p> <p><i>Theme 2.</i> The history of the restaurant industry development in Ukraine and in the world</p>	<ol style="list-style-type: none"> 1. A general overview of the hospitality industry and restaurant establishments. 2. The main definitions of the restaurant industry. 3. The main directions and perspectives of development. 4. The development of the restaurant and catering industry. The early history of eating out. The French culinary history. The birth of restaurants in America. 5. Peculiarities of the Ukrainian catering and restaurant market 	2	<p>Main: [1 – 3; 10; 12; 19].</p> <p>Supplementary: [43 – 45]</p>
<p><i>Theme 3.</i> The legal and normative regulation of the restaurant industry.</p> <p><i>Theme 4.</i> The types and characteristics of restaurants</p>	<ol style="list-style-type: none"> 1. Restaurant industry standards. 2. National and international jurisdictions outside the local area. 3. Quick-service restaurants. <p>Casual restaurants. Family restaurants. Casual restaurants. Fine dining restaurants. Steakhouses. Seafood restaurants. Ethnic restaurants. Theme restaurants. Coffee shops. Chef-owned restaurants</p>	2	<p>Main: [4 – 7; 35 – 37];</p> <p>Supplementary: [49; 54; 56; 58; 59]</p>
<p><i>Theme 5.</i> The organisational structure of the restaurant</p>	<ol style="list-style-type: none"> 1. Planning and equipping the kitchen. 2. Kitchen equipment. 3. Receiving, storage, production 	2	<p>Main: [14; 21; 34; 35; 38].</p> <p>Supplementary: [39; 40; 54; 56]</p>

Table 5.1 (continuation)

1	2	3	4
<i>Theme 6.</i> The technology of food production in restaurants. <i>Theme 7.</i> The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food	1. Various forms of meal courses: hors d'oeuvres, potege, poisson, entrée, releve (main), sorbet, roti, legumen, entremet, savoury, desserts and coffee. 2. Types of menus – table d'hote, a la carte, state banquets, buffet, event banquets, old/hot spreads, for various types of function. 3. Methods of menu pricing and evaluation	2	Main: [4 – 7; 35 – 37]. Supplementary: [49; 56; 61]
<i>Theme 8.</i> Forms, types and methods of restaurant services. <i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications	1. Preparation of the restaurant – mis-en-place and mis-en-scene, rules for laying the table and waiting. 2. Different forms of service – Russian, American, French, Indian and English. 3. Useful tips for food/beverage service. 4. Restaurant vocabulary – English and French	2	Main: [28; 30; 32; 36; 38]. Supplementary: [51; 53; 56; 58; 60; 61]
<i>Theme 10.</i> Contemporary methods of catering in tourism. <i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.	1. Servicing at the conferences, presentations, meetings, festivals, exhibitions, competitions, etc. 2. National traditions of cuisines of the countries of the world. 3. Catering during the flight. 4. Catering on trains. 5. Voyage catering	2	Main: [4; 6 – 8; 12; 19;]. Supplementary: [40; 42; 45]
Module 2			
Organisation of functioning of the restaurant industry establishments			
<i>Theme 12.</i> Personnel management in the restaurant. <i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	1. Job prospects and careers in the catering industry. 2. Relationship of the waiter with the customer, kitchen, and management. 3. Organization, recruiting, and staffing. 4. Task and job analysis. 5. Job descriptions. 6. Organizing people and jobs. 7. Staffing the restaurant. 8. Employee training and development. 9. Training methods	2	Main: [1; 12 – 14; 29;]. Supplementary: [54; 56; 59 – 61]
<i>Theme 14.</i> Evaluation of competition strategies and price planning of restaurants according to the market changes	1. Analyses of the contemporary strategies of price planning in the restaurant business. 2. The features of price planning according to the type of tourist travels	2	Main: [1; 3; 12; 22; 29;]. Supplementary: [47; 52; 60]

Table 5.1 (the end)

1	2	3	4
<i>Theme 15.</i> Safety in the restaurant industry	<ol style="list-style-type: none"> 1. Job safety rules. 2. Food sanitation norms. 3. Business plans, financing, legal and tax matters. 4. Challenges of restaurant operation 	2	Main: [1; 12 – 14; 29]. Supplementary: [54; 56; 59 – 61]
<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments. <i>Theme 17.</i> Marketing and advertising activities	<ol style="list-style-type: none"> 1. Effective supply of raw food. 2. Supply of convenience food. 3. Supply of furniture, equipment, cutlery, crockery and accessories. 4. Marketing planning and strategy. 5. Marketing mix – the four Ps. 6. Planning and decision-making. 7. Advertising and promotion 	2	Main: [2; 24; 26; 33; 34; 44]. Supplementary: [44; 54; 56; 57]
<i>Theme 18.</i> The quality of the restaurant services	<ol style="list-style-type: none"> 1. The quality of food production. 2. The quality of restaurant services. 3. The features of tourist services in different types of travels 	2	Main: [3 – 6; 8; 12; 19]. Supplementary: [40; 48; 50]
<i>Theme 19.</i> Functional organisation of the restaurant premises. <i>Theme 20.</i> Architecture and design in the restaurant industry	<ol style="list-style-type: none"> 1. Operational systems. 2. Functional systems. 3. Organisational systems. 4. Criteria for locating a restaurant. 5. Implementation of the restaurant idea – from concept to operation 	2	Main: [1; 12 – 14; 29]. Supplementary: [54; 56; 59 – 61]
Sum total		24	

5.1. Examples of typical practical tasks

Module 1

Organisation of the system of service in restaurant establishments

Theme 7. The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food

Task 1. Analyse the menu of a restaurant (café, bar, brasserie) taking into account the menu layout, pricing strategy, general design, menu balance (nutrition balance, business balance, aesthetic balance). What are the advantages and disadvantages of this type of menu? What are the steps to be undertaken by the restaurant's owner to correct and improve the menu?

Methodical guidelines for the assignment:

1. Check the balance between the pricing strategy of the restaurant and its concept. Take into account financial and marketing considerations.

2. Check if the menu includes additional information such as: restaurant's address, e-mail, telephone number, days and hours of operation, reservations and payment policies, history of the restaurant, a statement about management's commitment to the guest service. Consider how much this information influences the guests' impressions.

3. Solve the task taking into account the guest's and the restaurant owner's points of view.

Task 2. Consider the menu's "stars, plowhorses, puzzles, dogs". Suggest any changes that might improve the restaurant's profitability. How can the owner manage "stars, plowhorses, puzzles, dogs"?

Module 2

Organisation of functioning of the restaurant industry establishments

Theme 13. Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees

Task 1. A December 2016 issue of *Restaurant News*, Ukraine's news leader of the foodservice industry monthly publication, presented an article entitled, "Consumers dining out even less", by Stephan Kyrylenko. This article and several others like it have presented the information that the turbulent economic crisis of 2014 – 2016 is forcing patrons to reduce their restaurant dining and spending in all sectors ranging from luxury through the casual sectors.

You are the management of the chain of "Fusion Realm Restaurants". Define your roles and positions (Chief Executive Officer, Chef, Chief Accountant, Personnel Manager, etc.).

Write the agenda. Hold the meeting. Analyse and discuss the situation. Come up with your solutions.

1. What marketing ideas do you have for the chain in this turbulent economy where consumers are cutting back on restaurant spending?

2. What methods can the "Fusion Realm Restaurants" use to drive traffic in this turbulent economy with special offers that will not be expected in the long term or that do not hinder profit in the long run?

3. What methods of cost cutting can the restaurants pursue without reducing quality or service? Think of each branch of the restaurant (supply, purchasing, warehousing, housekeeping, etc.). How can the general profitability improve with the more efficient work of each department?

4. What are your opinions of differentiating (expanding into new areas of food service, such as tourist catering or provision of catering on different types of transport)?

Write the following up report (from the point of view of your position) to the owner of the chain "Fusion Realm Restaurants", with the recommendations and propositions as to the profit and customer retention.

Task 2. You have to terminate the employment of one of the restaurant employees. How much will the following questions influence your decision?

1. Is this a higher-risk termination?

2. Is the employee physically or mentally disabled? If so, have you attempted to accommodate that disability?

3. Does the employee have a pending worker's complaint?

4. Has the employee reported the company for illegal activities?

5. Has the employee filed any claims or testified against the company?

6. Is the employee in a protected category based on the employee's age (40 and over), pregnancy, sex/gender, race, national origin/ancestry, color, religion, or sexual orientation?

6. Independent Work of Students

Independent work of students is one of the forms of training, the basic form of mastering the teaching material during free time after obligatory educational lessons.

Independent work on the academic discipline "Organization of the Restaurant Industry" includes: work on the lecture materials, work on legislative, normative and instructional material, preparation for seminars and practical lessons, work on the questions given for independent work.

For learning the material of this academic discipline, besides lectures, practical and seminar studies (class work), a lot of attention must be paid to independent work.

Independent work of students is a form of the educational process organization, when individual tasks and work in small groups are done by students independently under the methodical control of the lecturer.

The aim of independent work of students is to master the syllabus and form general and professional competences which play a significant role in making specialists of the highest qualification level. The educational time for independent work of full-time students is determined by the curriculum (108 hours which make 57.7 % of the general educational time of the academic discipline study (180 hours).

Independent work of students includes: work on the lecture material; study of the recommended literature, basic terms and concepts on each theme of the academic discipline; preparation for practicals, seminars, laboratory work; making presentations and reports; carrying out individual tasks (calculation, individual and complex tasks); writing essays concerning different problems of travel firms' activity; search (selection) and review of literature sources; analytical consideration of scientific publications; final testing of the students' knowledge according to the questions for self-assessment; preparation for control works and other forms of current control; preparation for the examination. Students' independent work on domestic and foreign special economic literature, standard acts on governmental regulations of the national tourist industry is necessary for successful learning. Independent work is the basic means of mastering educational material during the time free from compulsory lessons.

The basic types of independent work for mastering the theoretical knowledge and practical skills are given in Table 6.1.

Table 6.1

Tasks for students' independent work and forms of control

Theme	The content of students' independent work	Hours	Form of control	Recommended literature
1	2	3	4	5
Module 1				
Organisation of the system of service in restaurants establishments				
<i>Theme 1.</i> The basic notions and definitions of restaurant services. <i>Theme 2.</i> The history of the restaurant industry development in Ukraine and in the world	Search, selection and review of literature sources to prepare for the practical task "Analysis of the restaurants of the Kharkiv region". Restaurant chains of the world	9	Presentation of results	Main: [1 – 3; 10; 12; 19]. Supplementary: [43 – 45]

Table 6.1 (continuation)

1	2	3	4	5
<i>Theme 3.</i> The legal and normative regulation of the restaurant industry. <i>Theme 4.</i> The types and characteristics of restaurants	Search, selection and review of literature sources to prepare for the practical task "Characteristics of the restaurant establishments of different types"	9	Checking the tasks	Main: [4 – 7; 35 – 37]. Supplementary: [49; 56; 61]
<i>Theme 5.</i> The organisational structure of the restaurant	Search, selection and review of literature sources to prepare for the practical task. Demands for the organisational structure of the restaurants	9	Defending individual tasks	Main: [14; 21; 34; 35; 38]. Supplementary: [39; 40; 54; 56]
<i>Theme 6.</i> The technology of food production in restaurants. <i>Theme 7.</i> The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food	1. Meals and menu planning. 2. Different types of menu – table d'hote, a la carte, state banquets, buffet, event banquets, old/hot spreads, for various types of function. 3. Methods of menu pricing and evaluation	9	Discussion	Main: [4 – 7; 35 – 37]. Supplementary: [49; 56; 60]
<i>Theme 8.</i> Forms, types and methods of restaurant services. <i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications	1. Preparation of the restaurant – mis-en-place and mis-en-scene, rules for laying the table and waiting. 2. Different forms of service – Russian, American, French, Indian and English. 3. Useful tips for food/beverage service. 4. Restaurant vocabulary – English and French	9	Defending individual tasks	Main: [28; 30; 32; 36; 38]. Supplementary: [51; 53; 56; 58; 60; 61]
<i>Theme 10.</i> Contemporary methods of catering in tourism. <i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.	1. Catering during the flight. 2. Catering on trains. 3. Voyage catering. 4. Planning and equipping the kitchen. 5. Kitchen equipment. 6. Receiving, storage, production procedures	9	Reports, discussion, survey	Main: [4; 6 – 8; 12; 19]. Supplementary: [40; 42; 45]
Sum total for Module 1		54		

Table 6.1 (the end)

1	2	3	4	5
Module 2				
Organisation of functioning of the restaurant industry establishments				
<i>Theme 12.</i> Personnel management in the restaurant. <i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	1. Job prospects and careers in the catering industry. 2. Relationship of the waiter with the customer, kitchen, and management. 3. Organization, recruiting, and staffing. 4. Task and job analysis. 5. Job descriptions. 6. Organizing people and jobs. 7. Staffing the restaurant. 8. Employee training and development	9	Defending individual tasks	Main: [1; 12 – 14; 29]. Supplementary: [54; 56; 59 – 61]
<i>Theme 14.</i> Evaluation of competition strategies, and price planning of restaurants according to the market changes	1. Analyses of the contemporary strategies of price planning in the restaurant business. 2. Features of the price planning according to the type of the tourist travels	9	Reports, discussion, survey	Main: [1; 12; 3; 22; 29]. Supplementary: [47; 52; 56; 58]
<i>Theme 15.</i> Safety in the restaurant industry	1. Job safety rules. 2. Food sanitation norms. 3. Business plans, financing, legal and tax matters. 4. Challenges of restaurant operation	9	Checking the tasks	Main: [1; 12 – 14; 29]. Supplementary: [54; 56; 59 – 61]
<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments. <i>Theme 17.</i> Marketing and advertising activities	1. Operational systems. 2. Functional systems. 3. Organisational systems. 4. Marketing and advertising of the restaurant services. 5. Promotions and campaigns	9	Checking the tasks	Main: [2; 24; 26; 33; 34; 44]. Supplementary: [44; 54; 56; 57]
<i>Theme 18.</i> The quality of the restaurant services	1. The quality of the food production. 2. The quality of restaurant services. 3. The features of tourist services in different types of travels	9	Defending individual tasks	Main: [3; 4 – 6; 8; 12; 19]. Supplementary: [40; 48; 50]
<i>Theme 19.</i> Functional organisation of the restaurant premises. <i>Theme 20.</i> Architecture and design in the restaurant industry	1. The criteria for locating a restaurant. 2. Implementation of the restaurant idea – from concept to operation	9	Reports, discussion, survey	Main: [1; 12 – 14; 29]. Supplementary: [54; 56; 59 – 61]
Sum total for Module 2		54		
Sum total		108		

7. Questions for Self-Assessment

Module 1

Organisation of the system of service in restaurant establishments

1. Discuss the foundation and history of the restaurant industry.
2. Discuss your future career options for working in the hospitality industry.
3. Describe the food service industry.
4. Identify the different types of food service establishments.
5. Describe the processes of restaurant management.
6. Describe the front of the house, the back of the house and the office functions used in different restaurant settings.
7. List the competitive forces shaping the restaurant business in the hospitality industry and other international markets.
8. Describe the role of human relations management in the restaurant business.
9. Discuss the institutional food service and possible career opportunities for hospitality graduates.
10. Identify the types of restaurants available to travelers.
11. Discuss the economics of the restaurant business.
12. Explain the importance of the restaurant industry in tourism.
13. Describe the catering factors affecting travel and tourism.
14. Describe the noneconomic effects of restaurant business in tourism.
15. Describe international feeder markets in the restaurant industry and other regional and international travel destinations.
16. Discuss the theory of quality service as the foundation for all hospitality offerings.
17. Describe how a service transaction should be managed and explain why quality service is a sustainable competitive advantage in the restaurant industry.
18. Define hospitality and tourism entrepreneurship, employment and franchising opportunities.
19. Discuss the economic challenges facing the restaurant industry and how tourism development can help meet these challenges.
20. Describe the global dimensions of the restaurant industry and its connection with tourism.

21. Apply the principles of menu planning and design.
22. Utilize appropriate procedures for event management.
23. Apply the principles of quantity food production in a catering setting to include purchasing, preparing, holding and serving food.
24. Utilize effective cost control and cash management procedures when implementing a catering event.
25. Demonstrate appropriate supervisory and human resource management skills throughout all catering events.
26. Apply the principles of service management to include dining room setup and proper service techniques.
27. Identify the equipment used in a bar.
28. Discuss wines, spirits and beers to include how they are made, and major brands of each type.
29. Discuss the typical drinks made from wines, spirits and beers.
30. Identify the differences and similarities between commercial and non-commercial food service operations.

Module 2

Organisation of functioning of the restaurant industry establishments

1. Describe the steps required to implement a resource control system.
2. Discuss the development of food and beverage standards and the control systems necessary to implement and monitor those standards.
3. Describe the importance and function of an operating budget as a planning and control tool.
4. Describe the role of the menu as the foundation for control in a food service operation.
5. Describe control systems necessary to monitor the purchasing, receiving, storing, issuing, production and service functions in a food service operation.
6. Describe the interpretation of cost control and financial data and corrective actions necessary to manage an effective food service operation.
7. Describe revenue control and theft prevention procedures.
8. Discuss labour cost control procedures.
9. Describe the human resource management issues that are involved in operating a restaurant.

10. Identify customer service and guest relations policies that must be in place for successful operation of a restaurant.
11. Discuss the role of marketing in the success of a food service operation.
12. Recognize and demonstrate quality service to guests.
13. Identify the importance of trends in food and beverage operations.
14. Discuss the management process as it relates to food and beverage operational activities.
15. Present, discuss and analyze marketing and sales tools available to food and beverage operations.
16. Practice sound nutrition principles in planning food production and service to meet the wants/needs of today's guests.
17. Develop and implement a sanitation and safety program as it pertains to guests, employees, equipment and facilities.
18. Identify the various operational techniques that meet the psychological needs of guests.
19. Effectively manage the purchasing, production, and service of food and beverage.
20. Describe basic accounting techniques as they apply to food and beverage operations.
21. Identify the effects of equipment layout and design on operational efficiency and profitability.
22. Demonstrate knowledge of sanitation and health codes, rules.
23. Describe the guest service required by special situations.
24. Process guest checks using iPads and touch-screen technology.
25. Research and create a menu based on the type of restaurant operation.
26. Research and develop standardized recipes for use in the restaurant daily operation.
27. Calculate food cost of the menu items.
28. Calculate the menu prices.
29. Calculate the ingredient amounts needed to increase or decrease recipe yields.
30. Outline career opportunities within an industry related to food service.
31. Investigate basic concepts of entrepreneurship in the food service industry.
32. Research and design the kitchen and dining area for an acceptable flow of traffic.
33. Research and calculate costs related to the restaurant equipment.

8. Individual and Consulting Work

Individual and consulting work is a kind of the lecturer's communication with students which is carried out under the schedule of individual and consulting work in the form of individual lessons, tutorials, review and defence of tasks which are given to students as a form of current control, etc. Individual lessons are given to students to increase the level of their preparation and develop individual creative abilities. Individual tutorials imply consulting students on topical issues of theoretical nature on the academic discipline.

A tutorial is a form of educational lessons which includes an explanation of certain theoretical principles or aspects of their practical application, consideration of typical examples and ways of using the knowledge received when studying the academic discipline in practice. Individual and consulting work designed for a complex assessment of mastery of the teaching material is carried out in the form of individual defence of independent and individual tasks, preparation of abstracts for presentation at seminars, preparation of theses for presentation at a scientific conference.

The forms of individual and consultative work are:

a) according to the mastery of theoretical material:

consultations: individual (question – answer), group (considering typical examples of situations);

b) according to the mastery of practical material:

consultations: individual and group;

c) for comprehensive assessment of the mastery of the syllabus material:

individual defense of the work performed.

9. Methods of Study

Teaching the academic discipline involves active and interactive methods of studies – business games, trainings, active seminars, consideration of cases, moderation, work in a team.

Methods of intensification of studies are given in Table 9.1.

Problem lectures are directed at the development of students' logic thinking. The range of questions on the theme of a lecture is limited to two or three key points, the attention of students is concentrated on the material which hasn't been covered in textbooks, the experience of foreign educational institutions with distribution of printed material among students during lectures and highlighting the main conclusions drawn concerning the points under

consideration. When delivering the lecture material the lecturer puts questions to be independently thought over by students.

Table 9.1

Distribution of the methods for intensification of studies according to the themes of the academic discipline

Theme	Practical implementation
1	2
<i>Theme 1.</i> The basic notions and definitions of restaurant services	<i>A problem lecture:</i> "Analysis of the major restaurant chains of the world". Working in small groups. Brainstorming. Presentation of the results
<i>Theme 2.</i> The history of the restaurant industry development in Ukraine and in the world	<i>A problem lecture:</i> "Analyses of the advantages and disadvantages of the Ukrainian restaurant chains". Discussion based on the method of differentiation and comparison. Working in small groups. Presentation of the results. Banks of visual aids
<i>Theme 3.</i> The legal and normative regulation of the restaurant industry	<i>A case study:</i> "Peculiarities of Ukrainian legislation concerning catering". Solving the situational problems on legal regulation of the conflict situations in restaurants. Presentation of the results
<i>Theme 4.</i> The types and characteristics of restaurants	<i>A minilecture:</i> "Characteristics of restaurants of different type". The method of discussion based on pictures. Presentation of the results in small groups
<i>Theme 5.</i> The organisational structure of the restaurant	<i>A case study:</i> "Requirements to the organizational structure of the restaurant". Solving the practical tasks on the organisation of the restaurant production program. Working in small groups. Presentation of the results
<i>Theme 6.</i> The technology of food production in restaurants	<i>A mini-lecture, a seminar-discussion:</i> "Modern requirements to the food production process in restaurants". Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 7.</i> The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food	<i>A didactic business game:</i> "Menus as the "face" of any restaurant. Menu design and planning". Brainstorming. Working in small groups. Presentation of the results
<i>Theme 8.</i> Forms, types and methods of restaurant services	<i>A minilecture, a seminar-discussion:</i> "Requirements to the level of service in the restaurants of different classes". Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications	<i>A didactic business game:</i> "Peculiarities of the tourist service organization in restaurants in different countries of the world"

Table 9.1 (the end)

1	2
	Brainstorming. Presentation of the results. Banks of visual support
<i>Theme 10.</i> Contemporary methods of catering in tourism	<i>A minilecture, a seminar-discussion:</i> "Forms and methods of service". Brainstorming. Working in small groups. Presentation of the results
<i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.	<i>A seminar-discussion</i> of the peculiarities of catering in tourism based on the method of differentiation and comparison. Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 12.</i> Personnel management in the restaurant	<i>A round-table discussion:</i> "Methods of staff development at the catering enterprises". Brainstorming. Presentation of the results. Banks of visual support
<i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	<i>A case study:</i> "Disappearing liquor. The issues of thefts at the working place". Solving situational tasks. Working in small groups. Presentation of the results
<i>Theme 14.</i> Evaluation of competition strategies and price planning of restaurants according to the market changes	<i>A problem lecture:</i> "Modern strategies of competition". Discussion based on the method of differentiation and comparison. Presentation of the results. Banks of visual support
<i>Theme 15.</i> Safety in the restaurant industry	<i>A didactic business game:</i> "Safety and quality of the restaurant services". Brainstorming. Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments	<i>A problem lecture:</i> "Logistics as the key element of the restaurant's success". Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 17.</i> Marketing and advertising activities	<i>A didactic business game:</i> "Contemporary methods of advertising: social networks and chat platforms". Discussion based on the method of differentiation and comparison. Brainstorming. Working in small groups. Presentation of the results
<i>Theme 18.</i> The quality of the restaurant services	<i>A problem lecture:</i> "The world quality standards of the restaurant services". Banks of visual support
<i>Theme 19.</i> Functional organisation of the restaurant premises	<i>A problem lecture:</i> "The problems of functional organisation of the restaurants premises". Working in small groups. Presentation of the results. Banks of visual support
<i>Theme 20.</i> Architecture and design in the restaurant industry	<i>A seminar-discussion based on pictures:</i> "Planning the territory and premises of restaurants and recreational complexes". Presentation of the results. Banks of visual support

Thus, the lecturer asks a question which induces students to search for a solution to a problem situation. Such a system forces students to concentrate and start thinking actively in search of the right answer.

At the beginning of a problem lecture it is necessary to formulate precisely the problem to be solved by the students. When delivering the lecture material it is necessary to avoid direct answers to the questions, and cover the lecture material so that the received information could be used by the students while solving the problem (Themes 1, 2, 14, 16, 18, 19).

Minilectures provide educational material in a short period of time and are characterized by large capacity, complexity of logical constructions, images, proofs and generalizations. Minilectures are usually held as part of a lesson-study. The lecture lessons stimulate the students' activity and focus their attention on the perception of the material, and also direct them at using a system approach to the reproduction of the information which they have received from the lecturer (Themes 4, 6, 8, 10).

Working in small groups enables students to structure practical studies and seminars in the form and content; creates opportunities for participation of each student in the class work; ensures the formation of personal skills and experience in social interaction. After the problem has been covered or material has been summarized, the students are offered to make groups of 5 – 6 people and present their vision and perception of the material at the end of the lesson.

Presentations are made in front of the audience and are used for demonstration of certain achievements, results of the group work, reports on individual tasks, instructing. One of the positive features of presentations and their advantages in the educational process is an exchange of experience received by the students while working in small groups.

Seminar-discussions provide an exchange of opinions and views of participants on the problem discussed and its separate aspects. Such seminars develop the independence of students' thinking and the ability to analyze the information, form a certain outlook, develop a skill at formulating ideas, state them and give reasons during the further discussion, and also evaluate the ideas and offers of others (Themes 6, 8 – 10).

Didactic business games simulate decision-making in a variety of situations according to the rules that have already been developed or that are generated by participants. The process is realized by students through independent problem-solving in a situation when the available knowledge

is not enough and students have to get the new information by themselves (Theme 7, 9, 15, 17).

The method of discussions based on pictures. This method lets students develop imaginative thinking. Students look at the picture and suggest their ideas. Then they listen to a part of an article which is illustrated (Theme 4, 20).

Brainstorming is a method of solving urgent problems, the essence of which is to express the greatest possible number of ideas in a very limited amount of time to discuss and select them (Theme 7, 9, 10, 12, 15, 17).

The method of differentiation and comparison. This method develops the ability to analyze different phenomena and situations (Theme 2, 14, 17).

The case study method is the method of analysis of specific situations that imitates the actual professional practice through consideration of operational, managerial and other situations, complex cases of conflict, problem situations, incidents in the process of learning the material (Theme 3, 5, 13).

Banks of visual support help students to enhance the creative perception of the content of the academic discipline by using visual aids (all the lectures).

10. The System of Current and Final Assessment

In the process of studies students get necessary knowledge when attending lectures, performing practical tasks due to the geospatial aspects of organisation and operation of the national tourist industry in the context of market globalisation trends in Ukrainian economy. The most complicated questions are proposed for consideration and discussion at seminar studies.

The assessment of students' knowledge, abilities and skills includes the following types of studies according to the syllabus of the academic discipline "Organisation of the Restaurant Industry": lectures, seminar and practical studies, as well as independent work and performance of individual tasks. Control and assessment of students' knowledge can be conducted in a few ways:

1. Evaluation of knowledge at seminars and practical studies.
2. Preparation of individual research projects.
3. Performance of tasks for independent work.
4. Homework problems, assigned reading.
5. In-class assignments and tests.
6. In-class case studies, role plays/simulations, brainstorming activities.
7. Current module control.
8. Final written examination.

The assessment of students' level of competences is based on a 100-point scale cumulative rating system.

Current control and assessment of training results can be conducted in a few ways:

1. Control and assessment of students' activity at lectures, seminars, and practical studies.
2. Control and assessment of individual research project preparation and presentation.
3. Control and assessment of performance of tasks for independent work.
4. Control and assessment of skills to complete stereotypical, diagnostic, heuristic tasks.
5. Intermediate control of students' knowledge and skills.
6. Final control (written examination).

The control of individual tasks performance and students' activity during seminars and practical studies.

The following criteria are used:

- 1) understanding, the level of learning the theory and methodology of problems which are examined;
- 2) the level of learning the facts concerning the academic discipline;
- 3) acquaintance with the recommended literature and up-to-date literature, Internet sources on the given questions;
- 4) the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;
- 5) logic, structure, style of representation of material in written works and speech in front of the audience, the ability to defend their own position, generalize information and draw conclusions.

Final control is performed in the form of an examination taking into account the results of the educational-cognitive activity of students during a semester (on the basis of a 100-point scale cumulative rating system).

Intermediate control includes evaluation of students' knowledge of the theoretical material and ability to apply it to solving a practical situation. It can be oral testing or a written work.

The order of current evaluation of students' knowledge.

The evaluation of students' knowledge during seminars, workshops (including individual tasks) is conducted according to the technological chart based on the following criteria:

- 1) the degree of assimilation of theoretical and methodological issues;
- 2) the degree of mastering the facts of the academic discipline;
- 3) the use of the recommended literature, as well as modern publications on the issues;
- 4) the ability to combine theory with practice when considering the simulated situations, solving problems, carrying out calculations while performing tasks designed for self-study, and tasks to be done in the classroom;
- 5) logic, structure and style of the presentation made in writing or orally, the ability to justify their position, to summarize the available information and draw conclusions.

During the evaluation of practical tasks the lecturer pays attention to the quality, independence and timeliness of doing the tasks (according to the schedule of the educational process).

The highest possible mark for a particular task is given on the condition that an individual students' task or his/her oral answer meets all the mentioned criteria. The lack of any component lowers the number of points. When assessing the individual task one should pay attention to the quality, independence and timely submission of the accomplished tasks to the lecturer, according to the academic schedule. If any requirement is not fulfilled, the points will be lowered.

The criteria for extracurricular independent work of students. The general criteria for assessment of extracurricular independent work of students are: the depth of knowledge, the level of thinking, the ability to systematize knowledge on certain topics; the ability to draw grounded conclusions; mastering the categorical apparatus; skills and abilities to perform practical tasks, find the necessary information, systematize and process it; the ability to express oneself at practical studies and seminars.

Essays and presentations are assessed by such criteria:

- individual preparation;
- consistency and detailing of the plan;
- completeness and depth of the topic coverage;
- availability of illustrations (tables, figures, charts, etc.);
- the number of references (at least ten);
- the use of statistical (quantitative) information and presentation of practical experience;
- availability of specific proposals;
- quality of the design.

Final/semester control (as a control event) is conducted in the form of a written examination. **Examinations** are a form of assessment of the final mastery of the theoretical and practical material by the students.

A final written examination. An indispensable condition for the final examination is positive current module control assessment of knowledge.

The examination is carried out in writing. An examination paper consists of one stereotypical task, one diagnostic task, two calculation tasks and one heuristic task).

The evaluation of the **examination paper** is conducted on a 40-point scale according to the qualification standards for Bachelor's training direction 6.140103 "Tourism".

An example of an examination paper

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Simon Kuznets Kharkiv National University of Economics

Academic degree	bachelor
Speciality	242 "Tourism"
Semester	6
Academic discipline	"Organization of the Restaurant Industry"

Variant 1

1. The theoretical task.

Characterise the main issues of the quality control in the restaurant business.

2. The heuristic task.

Imagine that you are hiring a restaurant manager for your restaurant. What kind of responsibilities would you give him and how will you characterize his profession in general? What is the restaurant manager in charge of?

3. The diagnostic task.

You are planning to provide meals for a group of tourists from Jordan. You must also acquaint them with the peculiarities of the national Ukrainian cuisine. What features of Arabic cuisine and what behavioural patterns of Arabs must be considered in the preparation of the Ukrainian cuisine menu? What specific meals and drinks are advisable to offer to this group of tourists?

Validated at the Department of Tourism meeting, Minutes No. ____ of

Head of the Department of Tourism _____

Examiner _____

The examination paper includes 3 tasks, each of which is assessed separately. The maximum number of points for all the tasks is 40.

For a correct answer to the first theoretical assignment a student gets 15 points. 5 – 10 points are given if the answer was incomplete or some mistakes were made. A student gets 0 – 5 points if he makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he cannot build a logical answer and demonstrate his knowledge of the issues.

For a complete answer to the second heuristic assignment a student gets 15 points. 5 – 10 points are given if the answer was incomplete or some mistakes were made. A student gets 0 – 5 points if he makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he cannot build a logical answer and demonstrate his knowledge of the issues.

For the third heuristic assignment a student gets 10 points if he demonstrates deep knowledge of the program material and the ability to understand the extra linguistic content to solve the problem tasks. A student gets 4 – 7 points if his answer is limited to the knowledge of the lecture material, neglects the examples of the additional literature. The conclusions and justifications are not enough deep and logical.

A student who, for valid reasons confirmed in the written form, had no opportunity to participate in the forms of current control, and thus had not passed a module, has the right to pass it during a 2-week term after returning to studies on the order of the Faculty Dean according to the set term.

A student **cannot be admitted** to an examination if the number of points got according to the assessment results of the current and module control during the semester didn't reach 35. After the examination period the Faculty Dean issues an order about resitting the failed exams. During the set term the student can gain the required credit points.

A student is considered to be certified if the total number of points got according to the results of the final/semester assessment is equal or exceeds 60. The lowest possible number of points for the current and module control during the semester is 35 and the lowest possible number of points for an exam is 25 (of 40 possible). The overall result in points for the semester makes: 60 and more points: passed; 59 and less points: failed. This is recorded in the Academic Transcript on the academic discipline. In the case when a student gets less than 60 points he/she is to pass the credit during the period the Faculty Dean has set after the termination of the examination period, but no longer than 2 weeks after the beginning of the semester. In the case of repeated receiving less than 60 points the Faculty Dean appoints a Board consisting of three lecturers headed by Head of the Department and determines the period for resitting the exam. After that according to the effective law a decision is made: "passed" – then the student continues education according to the academic schedule or "failed" – then the Faculty Dean offers the student an independent repeated studying of the academic discipline during the next period.

The total points on the academic discipline are regarded as a sum of points gained during the period of studying the academic discipline and points got for the examination work.

All course requirements must be completed – they are not optional. Students who do not complete all requirements will receive an "incomplete" until all work is satisfactorily completed or grade "F", at the discretion of the instructor. Please note that an incomplete automatically becomes an "F" after a certain period of time.

11. Distribution of Points That Students Receive

The system of evaluation of professional competences formed by students is given in Table 11.1.

Table 11.1

Professional competences	Weeks	Hours	Forms of study	Competence level				
				Forms of control	Maximum mark			
1	2	3	4	5	6			
Module 1. Organisation of the system of service in restaurants establishments								
Knowledge, abilities and skills concerning the nature and types of restaurant businesses and characteristics of their development	The ability to determine the content and types of the restaurant services	23	Class	4	Lecture	<i>Theme 1.</i> The basic notions and definitions of restaurant services. <i>Theme 2.</i> The history of development of restaurant industry in Ukraine and in the world	Lecture work	1
			Self-study	2	Practical study	Practical task "Analysis of the restaurant industry in Kharkiv and other Ukrainian cities". Practical task "Analysis of the major restaurant chains of the world"	Active participation in the analysis and discussion	1
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic; the overview of the reports about specialized international and national restaurant chains	Checking and grading the home task, recitation	1
	The ability to analyze the restaurant industry, apply the legal and normative basis	24	Class	4	Lecture	<i>Theme 3.</i> The legal and normative regulation of the restaurant industry. <i>Theme 4.</i> The types and characteristics of restaurants	Lecture work	1
			Self-study	2	Practical study	A case study: "Characteristics of restaurant establishments of different types". Solving the situational problems on legal regulation of conflict situations in restaurants	Active participation in the analysis and discussion	1
			Self-study	9	Preparation for the study	Search, selection and review of the literature on a given topic	Checking and grading the home task, recitation	1
	The ability to establish forms and methods of tourist services in restaurants, organize the production process	25	Class	4	Lecture	<i>Theme 5.</i> The organisational structure of the restaurant	Lecture work	1
			Self-study	2	Practical study	Case study: "Requirements for the organizational structure of the restaurant". Solving practical tasks on the organisation of the restaurant production program	Active participation in the analysis and discussion	1
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. Writing reports, presentation of the results	Checking and grading the home task, presentation	3

Table 11.1 (continuation)

1	2	3	4		5	6	
Knowledge, abilities and skills as to the restaurant system organisation and management	The ability to analyze and manage the technology of production of meals in restaurants	Class	4	Lecture	<i>Theme 6.</i> The technology of food production in restaurants. <i>Theme 7.</i> Types of menus. Menu planning, pricing, evaluation. Nutrients, types of food	Lecture work	1
			2	Practical study	Practical task "Modern requirements to the food production process in restaurants"	Active participation in the analysis and discussion	1
		Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. Solving practical tasks on the calculation of the restaurant production program	Checking and grading the home task, recitation	1
	The ability to establish the links between the restaurant departments	Class	4	Lecture	<i>Theme 8.</i> Forms, types and methods of restaurant services. <i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications	Lecture work	1
			2	Practical study	Practical task "Requirements to the service level in the establishments of different classes"	Participation in doing practical tasks	1
		Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic, the essay "Peculiarities of the organization of tourist service in restaurants in different countries of the world"	Writing an essay	5
Knowledge, abilities and skills regarding the service in restaurants, during tourist trips and on different types of transport	The ability to organise catering for tourists on the transport and in different trips	Class	4	Lecture	<i>Theme 10.</i> Contemporary methods of catering in tourism. <i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.	Lecture work	1
			2	Practical study	A seminar "Comparison of forms and methods of service". A written test on Module 1	Checking and grading the home task, recitation	1
		Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. Preparation for the test paper	Written test paper	4

Table 11.1 (continuation)

1	2	3	4	5	6			
Module 2. Organisation of the functioning of the establishments of the restaurant industry								
Knowledge, skills and abilities as to the selection, organisation, motivation and control of the restaurant staff work	The ability to organize the work of the restaurant staff and develop an effective motivational system	29	Class	4	Lecture	<i>Theme 12.</i> Personnel management in the restaurant. <i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	Lecture work	1
			2	Practical study	Practical tasks on the staff turnover. Round table discussion "Methods of staff development at catering enterprises"	Active participation in the analysis and discussion	1	
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. Identification of the methods of service. Preparation of a presentation	Checking and grading the home task, presentation	3
Knowledge, abilities and skills as to the restaurant strategy formation	The ability to choose an effective pricing strategy	30	Class	4	Lecture	<i>Theme 14.</i> Evaluation of competition strategies and price planning of restaurants according to the market changes	Lecture work	1
			2	Practical study	Practical tasks as to the choice of the price strategy	Active participation in the analysis	1	
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic; practical tasks on the price determination for the restaurant services	Checking and grading the home task, presentation	1
Knowledge, abilities and skills as to the restaurants safety issues	The ability to provide safety in the restaurant	31	Class	4	Lecture	<i>Theme 15.</i> Safety in the restaurant industry	Lecture work	1
			2	Practical study	Business game on the topic: "Safety and quality of the restaurant services"	Active participation in the analysis and discussion	1	
			Self-study	9	Preparation for the study	Search, selection and review of the literature on a given topic	Checking and grading the home task, recitation	
Knowledge, abilities and skills related to the procurement process at the restaurants, advertising the restaurant services	The ability to organize an effective process of production and delivery. The ability to exploit marketing activities	32	Class	4	Lecture	<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments. <i>Theme 17.</i> Marketing and advertising activities	Lecture work	1
			2	Practical study	Practical tasks as to the production organisation and supply	Active participation in the analysis and discussion	1	
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic; practical tasks on the procurement process	Checking and grading the home task, presentation	1

Table 11.1 (the end)

1		2	3	4		5	6	
Knowledge, abilities and skills as to ensuring the quality of restaurant services	The ability to establish and meet the needs of consumers in high-quality catering services	33	Class	4	Lecture	<i>Theme 18.</i> The quality of the restaurant services	Lecture work	1
				2	Practical study	Practical tasks as to the production program of restaurants	Active participation in the analysis and discussion	1
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. Menu design and planning. Preparation of a presentation (report)	Checking and grading the home task, presentation (report)	3
Knowledge, abilities and skills related to the planning of the territories and premises of the restaurant complex	The ability to help in the creation of the restaurant interior	34	Class	4	Lecture	<i>Theme 19.</i> Functional organisation of the restaurant premises. <i>Theme 20.</i> Architecture and design in the restaurant industry	Lecture work	1
				2	Practical study	A seminar: "Planning the territory and premises of restaurants and recreational complexes"	Active participation in the analysis and discussion	1
			Self-study	9	Preparation for the study	Search, selection and review of the literature on the given topic. A written test on Module 2	Written test paper	5
Scientific work		36 – 37			Participation in the Olympiad, competitions, writing a scientific paper		8	
Examination period				Consultation	Revision of the material			
				Preparation for the examination				
			2	Examination		Completion of the examination tasks	40	
Total hours			180	Total points			100	
							including:	
							<i>current control</i>	60
							<i>final control</i>	40

Distribution of points for the themes studied is represented in Table 11.2.

Table 11.2

Distribution of points for the themes studied

Themes		Lectures	Practical studies	Presentations	Individual tasks	Essay	Test-papers	Scientific work	Examination	Total			
1	2	3	4	5	6	7	8	9	10	11			
Module 1	<i>Theme 1.</i> The basic notions and definitions of restaurant services. <i>Theme 2.</i> The history of the restaurant industry development in Ukraine and in the world	1	1		1		4			27			
	<i>Theme 3.</i> The legal and normative regulation of the restaurant industry. <i>Theme 4.</i> The types and characteristics of restaurants	1	1		1								
	<i>Theme 5.</i> The organisational structure of the restaurant	1	1	3									
	<i>Theme 6.</i> The technology of food production in restaurants. <i>Theme 7.</i> The types of menus. Menu planning, pricing, evaluation. Nutrients, types of food	1	1		1								
	<i>Theme 8.</i> Forms, types and methods of restaurant services. <i>Theme 9.</i> Types of restaurant services provided to tourists according to the resort and recreational specifications	1	1			5							
	<i>Theme 10.</i> Contemporary methods of catering in tourism. <i>Theme 11.</i> Types of catering in tourism. Catering on board, on trains, etc.	1	1										
	Module 2	<i>Theme 12.</i> Personnel management in the restaurant. <i>Theme 13.</i> Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees	1	1	3				5				25
		<i>Theme 14.</i> Evaluation of competition strategies and price planning of the restaurants according to the market changes	1	1		1							
		<i>Theme 15.</i> Safety in the restaurant industry	1	1									
		<i>Theme 16.</i> Organisation of supply in the restaurant industry establishments. <i>Theme 17.</i> Marketing and advertising activities	1	1		1							
<i>Theme 18.</i> The quality of the restaurant services		1	1	3									
<i>Theme 19.</i> Functional organisation of the restaurant premises. <i>Theme 20.</i> Architecture and design in the restaurant industry	1	1											

Table 11.2 (the end)

1	2	3	4	5	6	7	8	9	10	11
Exam	Weeks 36 – 37								40	40
Scientific work								8		8
Total		12	12	9	5	5	9	8	40	100

The maximal points per week that a student can accumulate are given according to the forms and methods of study in Table 11.3.

Table 11.3

Maximal points per week

Themes	Week	Lectures	Practical studies	Presentations	Individual tasks	Essay	Test-papers	Scientific work	Examination	Total
M 1	<i>Theme 1, 2</i>	23	1	1		1				3
	<i>Theme 3, 4</i>	24	1	1		1				3
	<i>Theme 5, 6</i>	25	1	1	3					5
	<i>Theme 7</i>	26	1	1		1				3
	<i>Theme 8, 9</i>	27	1	1			5			7
	<i>Theme 10, 11</i>	28	1	1				4		6
M 2	<i>Theme 12, 13</i>	29	1	1	3					
	<i>Theme 14</i>	30	1	1		1				3
	<i>Theme 15</i>	31	1	1						2
	<i>Theme 16, 17</i>	32	1	1		1				3
	<i>Theme 18</i>	33	1	1	3					
	<i>Theme 19, 20</i>	34	1	1				5		7
Examination	36 – 37								40	40
Scientific work								8		8
Total		12	12	9	5	5	9,0	8	40	100

Table 11.4

Transference of university characteristics of students' progress into the ECTS scale

The points for all types of educational activity	ECTS scale	The assessment according to the national scale and the University scale	
		Examination, course paper, practice	Test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	failed

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Appendices

Appendix A
Table A.1

The structure of professional competences on the academic discipline "Organization of the Restaurant Industry" according to the National qualifications framework of Ukraine

46

Elements of the competence	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. The basic notions and definitions of restaurant services					
To define the basic notions of the restaurant industry and restaurant services	The content of the notions "restaurant industry" and "restaurant services"	Knowledge of the content of the restaurant industry and restaurant services	To identify the basic terms of the restaurant industry and restaurant services	To effectively estimate and apply the notions and definitions of the restaurant industry and restaurant services	Responsibility for the accuracy of the usage of the terms "restaurant industry" and "restaurant services"
Theme 2. The history of the restaurant industry development in Ukraine and in the world					
To identify the periods of development of the restaurant industry	The essence of development of the restaurant industry in Ukraine and in the world	Knowledge of the periods of development of the restaurant industry in Ukraine and in the world	To identify the periods of development of the restaurant industry in Ukraine and in the world	To present the results of investigations into the peculiarities of the restaurant industry development	Responsibility for accuracy and precision when defining the periods of the restaurant industry development
Theme 3. The legal and normative regulation of the restaurant industry					
To define the peculiarities of the legal and normative regulation of the restaurant industry	To characterize the principles of the legal and normative regulation of the restaurant industry	Knowledge of the main legal and normative acts on the regulation of the restaurant industry	To define the basic legal and normative acts on the regulation of the restaurant industry	To present the results of the study of legal and normative regulation of the restaurant industry	Responsibility for accuracy and precision of the analyses of the legal and normative regulation of the restaurant industry

Appendix A (continuation)
Table A.1 (continuation)

1	2	3	4	5	6
Theme 4. The types and characteristics of restaurants					
To define the content of the types and characteristics of restaurants	To characterize the types and characteristics of restaurants	Knowledge of classification criteria of restaurants	To perform the analyses of the types and characteristics of restaurants	To present valid results on the peculiarities of the different types of restaurants	To make independent decisions as to advantages and disadvantages of different types of restaurants
Theme 5. The organisational structure of the restaurant					
To define the content of the organisational structure of the restaurant	Characteristics of the organisational structure of the restaurant	Knowledge of the basic characteristics of the organisational structure of restaurants	To analyze the types of the organisational structure of restaurants	To present the results of the analyses of the organisational structure of different restaurants	To make independent decisions as to the choice of the organisational structure of the restaurant
Theme 6. The technology of food production in restaurants					
To understand the technology of food production in restaurants	Characteristics of food production in restaurants	Knowledge of the technology of food production in restaurants	To analyze the technology of food production in restaurants	To present the results of economic efficiency of food production in restaurants	To make independent decisions as to the technology of food production in restaurants
Theme 7. The types of menu. Menu planning, pricing, evaluation. Nutrients, types of food					
To define the types of menus	Characteristics of menus, menu planning, pricing, evaluation	Knowledge of the menu planning, pricing, evaluation	To define the conditions of the special menu planning, pricing, evaluation	To present the results of peculiarities of menu planning, pricing, evaluation	To make decisions as to the terms and conditions of menu planning, pricing, evaluation
Theme 8. Forms, types and methods of restaurant services					
The ability to define forms, types and methods of the restaurant services	The content of restaurant services	Knowledge of the forms, types and methods of restaurant services	To identify the key problems of restaurant services	To shape the communication strategy connected with the restaurant services effectively	Responsibility for accurate identification of the problems arising while dealing with clients
Theme 9. Types of restaurant services provided to tourists according to the resort and recreational specifications					
The ability to define the type of restaurant services provided to tourists according to the resort and recreational specifications	The content of restaurant services provided to tourists according to the resort and recreational specifications	Knowledge of the order and peculiarities of restaurant services provided to tourists according to the resort and recreational specifications	To identify the key problems while providing restaurant services according to the resort and recreational specifications	To shape an effective communication strategy connected with restaurant services	Responsibility for accurate identification of the problems arising while dealing with clients

Appendix A (continuation)
Table A.1 (continuation)

1	2	3	4	5	6
Theme 10. Contemporary methods of catering in tourism					
The ability to differentiate contemporary methods of catering in tourism	The content of contemporary methods of catering in tourism	Knowledge of contemporary methods of catering in tourism	To be able to organise contemporary catering in tourism	The basics of cooperation while providing catering in tourism	To make independent effective decisions as to the choice of the catering form
Theme 11. Types of catering in tourism. Catering on board, on trains, etc.					
The ability to define the type of catering	The content of catering on board, on trains, etc.	Knowledge of the rules of catering on board, on trains, etc.	To be able to provide catering on board, on trains, etc.	The basics of cooperation while providing catering in tourism	To make effective managerial decisions and be responsible for the reliability and accuracy of the results
Theme 12. Personnel management in the restaurant					
The ability to manage the restaurant personnel	Peculiarities of restaurant personnel management	Knowledge of the main principles of personnel management in restaurants	Modern principles of personnel management in the restaurant	To shape an effective communication strategy inside the restaurant	To make independent managerial decisions concerning the personnel of the restaurant
Theme 13. Skills and abilities of the restaurant staff. Requirements to the professional level of the restaurant employees					
The ability to organize, supervise and control the restaurant staff	To define the requirements to the professional level of restaurant employees	Knowledge of the requirements to the professional level of restaurant employees	The process of job interviews, its stages	The ability to effectively communicate the requirements as to the professional level	To make decisions on job claims settlement
Theme 14. Evaluation of the competition strategies and price planning of restaurants according to the market changes					
The ability to choose the competition strategy of restaurants according to the market changes	To define the competition strategy of restaurants	Knowledge of the price planning of restaurants according to the market changes	To identify the competition and price strategy of restaurants	To shape an effective communication strategy inside the restaurant	To make independent managerial decisions concerning competition and price strategy
Theme 15. Safety in the restaurant industry					
The ability to provide safety in a restaurant	Peculiarities of safety in the restaurant industry	Knowledge of the main acts on safety provision in the restaurant industry	The principles of safety provision and compliance with the contemporary legal norms and acts	To shape an effective communication strategy concerning the safety of staff and clients in a restaurant	To provide safety in a restaurant independently

1	2	3	4	5	6
Theme 16. Organisation of supply in the restaurant industry establishments					
The ability to organise supply of goods and products	Peculiarities of supply in the restaurant industry	Knowledge of the main stages and technologies of supply organisation in the restaurant industry	Organisation of supply in the establishments of the restaurant industry	To shape the communication strategy concerning the organization of supply	To organise supply of goods and products independently
Theme 17. Marketing and advertising activities					
Skills in the technology of marketing and advertising activities	Peculiarities of marketing and advertising in the restaurant industry	Knowledge of the main stages and modern technologies of marketing and advertising in the restaurant industry	The principles of marketing and advertising activities in the restaurant industry	To communicate effectively the marketing and advertising activities in the restaurant industry	To organise marketing and advertising activities independently
Theme 18. The quality of the restaurant services					
The ability to identify, record and control quality of the restaurant services	The processes of identification, recording and control of the quality of the restaurant services	Knowledge of organization and control of high quality restaurant services	The principles of provision of high quality restaurant services	To communicate the standards of quality of the restaurant services	To make decisions concerning the quality of the restaurant services
Theme 19. Functional organisation of the restaurant premises					
The ability to define the functional organisation of the restaurant premises	The content of the functional organisation of the restaurants premises	Knowledge of the forms and types of the functional organisation of the restaurant premises	To identify the key problems concerning the functional organisation of the restaurant premises	To shape an effective communication strategy inside the restaurant	Responsibility for accurate identification of the functional organisation of the restaurant premises
Theme 20. Architecture and design in the restaurant industry					
The ability to define the role of architecture and design in the restaurant industry	The content of architecture and design in the restaurant industry	Knowledge of the forms and types of architecture and design in the restaurant industry	To identify the key problems in the choice of architecture and design in the restaurant industry	To present the results of the role of architecture and design in the restaurant industry	To make independent decisions as to the role of architecture and design in the restaurant industry

Contents

Introduction.....	3
1. Description of the Academic Discipline	4
2. The Purpose and Tasks of the Academic Discipline	4
3. The Syllabus of the Academic Discipline	8
4. The Structure of the Academic Discipline	11
5. The Themes of Practical Studies (Seminars).....	13
5.1. Examples of typical practical tasks	16
6. Independent Work of Students.....	18
7. Questions for Self-Assessment.....	22
8. Individual and Consulting Work.....	25
9. Methods of Study.....	25
10. The System of Current and Final Assessment.....	29
11. Distribution of Points That Students Receive	34
12. Recommended Literature	41
12.1. Main	41
12.2. Supplementary	43
12.3. Information resources	44
Appendices.....	46

НАВЧАЛЬНЕ ВИДАННЯ

ОРГАНІЗАЦІЯ РЕСТОРАННОГО ГОСПОДАРСТВА

**Робоча програма
для студентів спеціальності
242 "Туризм"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

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Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Викладено плани лекцій, практичних та семінарських занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), критерії оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів спеціальності 242 "Туризм" першого (бакалаврського) рівня.

План 2017 р. Поз. № 195 ЕВ. Обсяг 51 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

*Свідоцтво про внесення суб'єкта видавничої справи до Державного реєстру
ДК № 4853 від 20.02.2015 р.*