

FOCUS GERMANY

Gastronomy Industry & Restaurant Management



This module begins with informative and theoretical seminars (30%) in preparation for the ensuing practical activities programme (70%) which will cover practical information relating to the gastronomic industry and restaurant management in Germany. The course focuses on different areas of the industry such as fast-food, multinational and local restaurant chains, dinner theatre and gastrotainment as well as different aspects of management such as pricing strategies, personel management etc. and lasts for 1-2 weeks. Participants meet up with industry specialists, restaurant owners and managers from international and local companies. The practical experience programme also includes visits to state regulatory bodies. All groups should specify in detail their actual objectives, so that interest-groups may be combined and the best experts and most relevant organisations and ministries can be contacted in order to organise the most productive visits possible:

1. Information for students and professors – knowledge-acquisition and practical experience in the gastronomy field
2. Information for international gastronomy experts – know-how and contact acquisition
3. Information for gastronomic companies – international marketing, local coepration and know-how acquisition
4. Information for potential buyers and investors – sourcing M&A candidates in the local gastronomic industry
5. Information for general business & media interests – any combination of the above and general business-contacts

Sample for 2-week Programme on Gastronomy and Restaurant Management

Week 1 Content	Day 1: Key-note lecture by industry expert & preparation of case study or practical research assignment	Day 2: Visit to headquarters of multinational or international gastronomic company. Information on „international and local strategy“	Day 3: Visits to local restaurants with special focus: eg country style, traditional, ethnic, vegetarian, tourist-oriented, bar and cocktail, Euro-Asian fusion-style cuisine	Day 4: Visit of city regulatory authorities concerned with local gastronomy industry – Information on current issues in the regulation of the industry	Day 5: Visit of innovative gastrotainment providers. Talks with management on local trends.
Week 2 Content	Day 6: Visits to local restaurants with special focus: eg country style, traditional, ethnic, vegetarian, tourist-oriented, bar and cocktail, Euro-Asian fusion-style cuisine	Day 7: Visit of local dinner theatre establishments – Information or trends in gastronomy	Day 8: Talks with industry managers on innovative pricing and menu design	Day 9: Visits to local restaurants with special focus: eg country style, traditional, ethnic, vegetarian, tourist-oriented, bar and cocktail, Euro-Asian fusion-style cuisine	Day 10: Final meeting at EURASIA for practical case-study with industry expert, summary and discussion of all meetings and visits. Presentation of case-studies.