

## **Entrepreneurship & Management in the Restaurant Industry (MGT 384)**

Instructor: Shireen Waheed

Credit Hours: 3

Schedule: Monday to Friday (2:45 PM to 4:45 PM)

The course has been designed to expose students to the diverse food and beverage industry and introduce them to the principles of food service operations.

Attention is initially focused on major industry segments and business practices. Subsequently, in-depth consideration is given to all the components of the food service system: human resources, menu development, production, service, controls, quality assurance, marketing and basic financial management.

Along with teaching the management tools specific to this industry, local and international examples shall be given to illustrate the concepts.

There will be guest talks with international and local Food and Beverage professionals and experts.

The students will undertake an assignment to create a Concept Brief of a Food and Beverage establishment based on their learning from the course.

A focus of the course would be to address the changes in the industry due to the COVID-19 pandemic.

As this is an elective course, students would be expected to apply the core principles of management sciences to a particular industry.