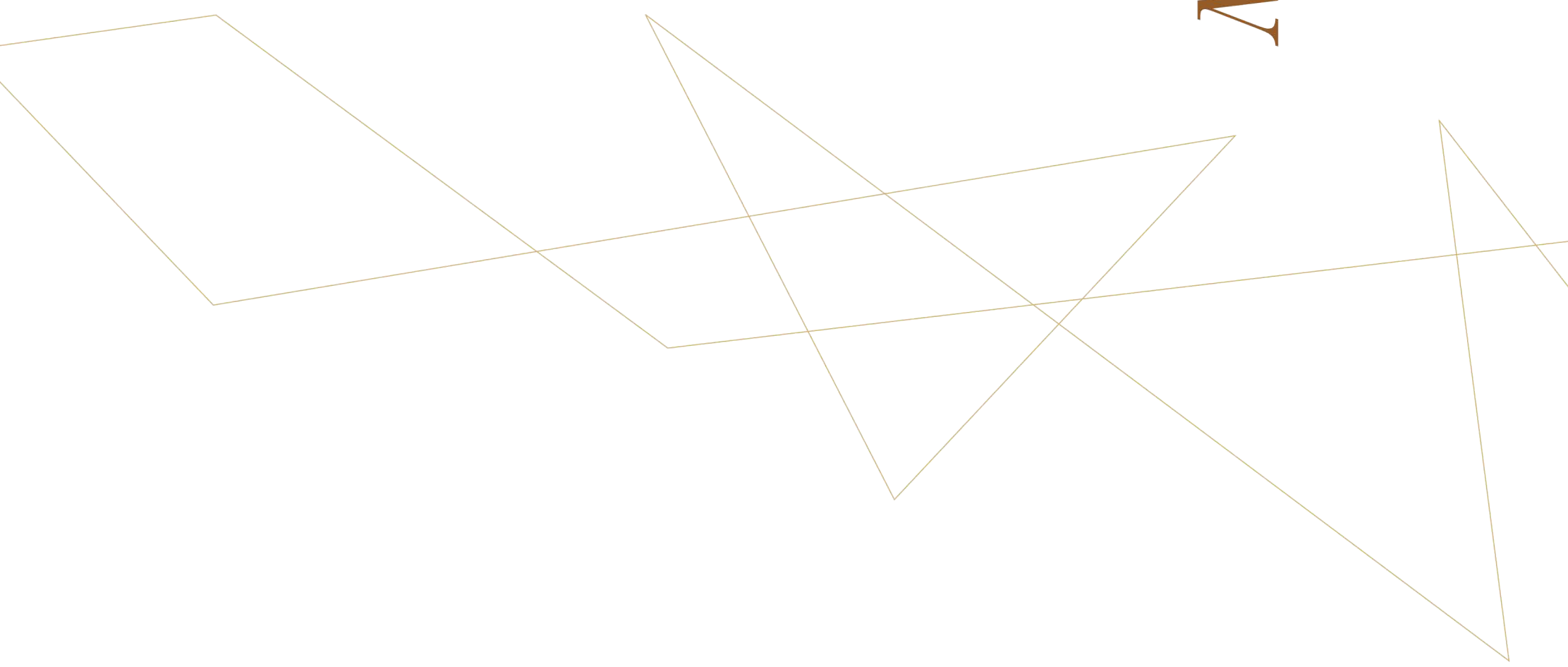


# MASTER

*March 2019 – March 2020*

Food  
and Beverage  
Management



# OVERVIEW



The Food and Beverage industry is experiencing a strong international expansion and has moved beyond the confines of being a domestic craft, to occupy a dominant position in the tourist industry.

This significant growth in interest and opportunities has sparked the need to train a specialist management capable not only of recognising the production and quality assurance processes peculiar to Food and Beverage, but also, and most of all, of operating in an ever more global market through the development of specific managerial and communication competencies. The Rome Business School's Master Course in Food and Beverage Management offers general managerial training combined with production chain-specific competencies, to produce specialist professionals capable of dealing with the challenges of the food and beverage industry in an international and multicultural context. Italian food and beverage industry is growing in both the home and international markets. Italian products are a byword for a level of quality that is recognised and appreciated all over the world in terms of both raw materials and geographical provenance. The role played by Italian-made products is

also increasingly dominant in the hospitality industry, which is an important aspect of the new Italian identity. A strong contribution to this "movement" had been given by hotel chains, which, with their sensitivity and market knowledge, have started featuring, in their international in-house restaurants, Italian products and chefs—both household names and up-and-coming ones—who inject their personal commitment, culture, and experimentation in their offerings. This has enabled hotel restaurants—which, for a long time, were considered to provide a second tier food and beverage offering—to take centre stage once again. This resurgence has today been digested, and hotel cuisine is being given very high consideration. Thanks to corporate investments, more and more venues are backing restauration, not only to meet (predominantly foreign) guest demands, but also to attract an external clientele and to distinguish themselves in terms of both quality and management.

## KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formula: part-time



Tuition fee € 6.500



International classes



Scholarships: up to 30% of the tuition fee



# COURSE CONTENTS

## Introduction

- o Food and Beverage Industry Management - Basics of management: elements of corporate strategy and organisation
- o Economics and food company management
- o Marketing management and digital marketing
- o Accountancy and management control
- o Basics of Project Management
- o Business Planning
- o Human Resource Management
- o From the concept to the project: defining a project's guidelines through the creation of the concept
- o Geomarketing analysis
- o Aesthetic and functional design
- o Administrative requirements to set up a business / verifying the suitability of a location
- o Job Health and Safety: regulations and documents

## Food Management

- o Retail & sales management
- o Supplier selection
- o Food cost control
- o Menu engineering
- o Restaurant and Kitchen layout
- o Practice Lab: visits to producers

## Beverage Management

- o Retail & sales management
- o Supplier selection
- o Beverage cost control
- o Wine and beverage list engineering
- o Wine cellar layout
- o Practice Lab: visits to producers

## Marketing and Communication for Food and Beverage

- o Restauration services marketing
- o Digital marketing
- o Brand management – Image and Brand Identity
- o Food, Wine, and Mass Media – communication tools (food guides, industry publications/ websites, newsletters)
- o Storytelling applied to Food & Wine products and services
- o Content management
- o Social media management for the Food and Beverage industry
- o Food & Wine audio-visual communication
- o Customer care
- o Food and Beverage events and the role of Public Relations
- o Case studies
- o Agri-food product marketing and brand management
- o Wine marketing and brand management
- o Marketing strategies applied to industry contents: case histories and testimonials

## Food and Beverage industry innovation and strategies

- o New technologies: from production chain to service
- o Launching a start-up in the Food and Beverage industry

## Extracurricular activities

As part of the course, a Cooking Teambuilding and/or Gastronomic Walking Tour event is organised in Rome's Old Town to understand the cultural context within which the various made in Italy Food and Beverage service and restauration of excellence activities insert themselves, with the aim of understanding its various formats and business models.



*“The programme was what I really needed in today’s market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality”.*

Jean Chrysostome - Rwanda

# INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Food and Beverage Management includes:

## Multicultural environment

Students from over 140 countries of the world Intercultural exchange as a source of personal development.



## International internships

Duration: three to six months  
International internships at leading companies and organizations;  
Opportunities in more than 130 countries.

## World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



*When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.*

Bobby Jacobs - India



# BENEFITS



## Career services

- Free CV Review and its inclusion in the Rome Business School's database
- Support in the management of job interviews
- Networking meetings and a personalised search and flagging service for the best job opportunities

## Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

## Learning materials

Slides, text books, case studies, articles, videos, and useful internet links.

## The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

## Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.



## Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

## Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- Follow lectures with full video and audio
- Interact in real time in audio and video with the teachers and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want



*"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".*

Gulnaz Sharipova - Russia





# ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



*Some of the partners, clients and companies involved*



BVLGARI



FENDI  
ROMA



L'ORÉAL  
PARIS



*...and many more*

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