

Business Studies

Speciality in Food, Beverage and Culinary Management

Well-qualified employees are one of the most important contributory factors to a company's success. Specialist knowledge, soft skills and practical experience determine the level of competence and commitment in the firm. The Business Studies course in the form of a sandwich course alternating between the University of Cooperative Education and the company forms the ideal foundation: Our parallel classroom/company timetable (2½ days practical training and (at least) 2 days per week in the University respectively 1 week practical training and 1 week in the University) ensures on-going integration in the company and introduction to practical assignments. Students become actively engaged in the firm's daily activities from early on.

The overall economic environment

The hotel and catering trades assimilate the impulses of the global tourism market and adapt them with regard for the market, services and current trends. Tender conditions, advice and implementation of individual customer requirements demand a high degree of flexibility and professionalism.

Students of the speciality in Food, Beverage and Culinary Management are effectively prepared by means of marketing and management-orientated academic study (which includes the latest developments) to take on these tasks. Horizontal and lateral diversification models are part of the study content.

Course Objectives

The course objectives in 6 semesters (3 years) make high demands. As a result, we expect from our students an above-average commitment, both in the company and in the classroom. Exceptional interest in their specific subjects, novel developments and trends, as well as the overall economic context of these activities are a focal point. Objectives are:

- to impart the knowledge necessary for an academically-based and, at the same time, practically-orientated qualification within a short period
- the attainment of methods and soft skills, both in the theoretical part of the course, as much as in the hands-on activity
- to enable graduates to shoulder specialist and management tasks early on
- recognition by the students of the fact that their own know-how is their intellectual capital; continually adapting to the demands of the market is an objective and a guiding principle

Fields of activity

Graduates are capable, immediately after finishing the Course, of taking on positions of responsibility:

- Assistant to top management
 - Food & Beverages
 - Room Division
 - Sales
 - Guest Relations
 - Housekeeping
 - Reception/Front Office
- Marketing and Sales
- Planning and Organisation
- Event Organisation
- Human Resources
- Financial Controlling

Companies

The course training partners can be any of the types of company or enterprise in the industry: hotels, restaurants, Event/Incentive Programme Organisers, health resorts, cruise lines, food service industry, catering, leisure hospitality and fair and congress catering firms, Country Cottage Resorts and Theme Parks.



Course Duration:
3 years / 6 Semesters

Academic Award:
"Diplom" (First Degree) in Business Studies from the BA, Speciality in Food, Beverage and Culinary Management (at present, all our academic awards are being changed over to „Bachelor“ awards).

Study Locations:
Darmstadt, Heidelberg, Erfurt, Berlin, Bochum, Cologne, Munich, Hamburg

Accommodation:
We will be pleased to help you find accommodation.

Business Studies Speciality in Food, Beverage and Culinary Management

Curriculum*

IBA belonging to the F+U Group, Rheinstrasse 91, D-64295 Darmstadt
Phone: +49 6151 492488-0, Fax: +49 6151 492488-29, E-mail: info@internationale-ba.com

co-operation partner



www.gfn.de

| Module Related course / unit | Sem. | Hours | Credits/ Module |
|--|------------|------------|--------------------|
| Semester 1 | | | |
| Module: Introduction to business administration (I) | 1 | | 5 |
| Foundations of business administration | 1 | 30 | |
| Financial accounting | 1 | 30 | |
| Module: Foundations of economics (I) | 1+2 | | |
| Foundations of economics 1 | 1 | 30 | |
| Module: Computer science | 1+2 | | |
| Computer science 1 | 1 | 30 | |
| Module: introduction to hotel/gastronomy management | 1 | | 6 |
| Introduction to hotel/gastronomy management | 1 | 80 | |
| Module: Law | 1+2 | | |
| Foundations of civil law | 1 | 30 | |
| Module: Business mathematics I | 1 | | 5 |
| Business mathematics 1 | 1 | 40 | |
| Module: General skills I | 1+2 | | |
| Preliminary English 1 | 1 | 20 | |
| Foundations of dissertation | 1 | 20 | |
| Practical Application I | 1 | | 5 |
| Total semester 1 | | 310 | 21 |
| Semester 2 | | | |
| Module: Business administration studies (II) | 2 | | 5 |
| Foundations of operational decisions | 2 | 30 | |
| Balancing of accounts | 2 | 30 | |
| Module: Foundations of economics (I) | 1+2 | | 5 |
| Foundations of economics 2 | 2 | 30 | |
| Module: Computer science | 1+2 | | 5 |
| Computer science 2 | 2 | 30 | |
| Module: Foodstuff science and scientific bases | 2 | | 6 |
| Foodstuff science | 2 | 40 | |
| Scientific bases | 2 | 40 | |
| Module: Law | 1+2 | | 4 |
| Trade and company law | 2 | 30 | |
| Module: Business mathematics II | 2 | | 5 |
| Business mathematics 2 | 2 | 40 | |
| Module: General skills I | 1+2 | | 4 |
| Rhetoric and communication | 2 | 20 | |
| Preliminary English 2 | 2 | 20 | |
| Practical Application II (including a colloquium) | 2 | 10 | 5 |
| Total semester 2 | | 320 | 39 |
| Semester 3 | | | |
| Module: Cost and financial management | 3 | | 6 |
| Investment and finance | 3 | 30 | |
| Cost calculation | 3 | 30 | |
| Module: Marketing and Distribution | 3 | | 6 |
| Marketing and Distribution | 3 | 40 | |
| Module: Tourism and hospitality marketing | 3 | | 6 |
| Tourism and hospitality marketing | 3 | 80 | |
| Module: Statistics | 3 | | 7 |
| Statistics | 3 | 60 | |
| Module: Economics (II) | 3+4 | | |
| International economic policy | 3 | 20 | |
| Module: General skills II | 3+4 | | |
| Presentation and moderation | 3 | 20 | |
| Vantage English 1 | 3 | 20 | |
| Practical Application III (including a colloquium) | 3 | 10 | 5 |
| Total semester 3 | | 310 | 28 |

| Module Related course / unit | Sem. | Hours | Credits/ Module |
|--|------------|-------------|--------------------|
| Semester 4 | | | |
| Module: Corporate management I | 4 | | 6 |
| Controlling 1 | 4 | 30 | |
| Organisation / corporate leadership | 4 | 40 | |
| Management of international businesses | 4 | 20 | |
| Module: Technologies and quality management in hotel and gastronomy | 4 | | 6 |
| Technologies and quality management in hotel and gastronomy | 4 | 80 | |
| Module: Economics (II) | 3+4 | | 4 |
| Finance | 4 | 20 | |
| Module: General skills II | 3+4 | | 6 |
| Vantage English 2 | 4 | 20 | |
| Module: Thesis | 4 | 10 | 10 |
| Total Semester 4 | | 220 | 32 |
| Semester 5 | | | |
| Module: Corporate management II | 5 | | 7 |
| Organisation and personnel management | 5 | 30 | |
| Controlling 2 (planned cost calculation, other planning processes) | 5 | 30 | |
| Corporate ethics | 5 | 20 | |
| Seminar: practice firm | 5 | 20 | |
| Module: International management in hotel and gastronomy | 5 | | 5 |
| International management in hotel and gastronomy | 5 | 60 | |
| Module: Compulsory elective area | 5 | 60 | 5 |
| Module: Law II | 5 | | 4 |
| Special law in gastronomy | 5 | 20 | |
| Solving practical legal problems | 5 | 20 | |
| Module: General skills III | 5+6 | | |
| Intercultural competence | 5 | 20 | |
| Project management | 5 | 20 | |
| Higher English 1 | 5 | 20 | |
| Practical Application IV (including a colloquium) | 5 | 10 | 5 |
| Total semester 5 | | 330 | 26 |
| Semester 6 | | | |
| Module: External and international accounting | 6 | | 5 |
| External accounting (consolidated accounts, international financial reporting) | 6 | 30 | |
| Case study and case analysis in external accounting (practical) | 6 | 20 | |
| Module: International culinary studies and nutrition expertise | 6 | | 5 |
| International culinary studies and nutrition expertise | 6 | 60 | |
| Module: Compulsory electives area | 6 | 60 | 5 |
| Module: General skills III | 5+6 | | 7 |
| Higher English 2 | 6 | 20 | |
| Module: Bachelor Thesis | 6 | 10 | 12 |
| Total semester 6 | | 200 | 34 |
| Grand total | | 1690 | 180 |

Plus 120 hours Spanish (6x20 hours)

Compulsory electives area:

Classical pastry-making and designing innovative desserts; Organising banquets in the hotel trade; The magic of molecular cuisine: trends and culinary ideas; Starting up a business in the hotel and catering trades, a look at franchise systems and entrepreneurial models; Catering, a regional and international service with diverse facets and contents - a look at different contract models; Event Management - strategic and optimum planning; Budgeting and financing in the hotel and catering trade.