

Документ подписан простой электронной подписью

Информация о владельце:

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(ЭЛЕКТРОННЫЙ ДОКУМЕНТ)

Abstract of Discipline

Наименование дисциплины	Organization of restaurant activities in International Tourism
Содержание	Characteristics and classification of public catering establishments. Types of menus. Menu planning and merchandising. Philosophy and methods of pricing in the menu. Methods and forms of service in public catering. Organization of banquets. Organization of purchase, acceptance and storage of products. Sanitation and food safety. HACCP system.
Реализуемые компетенции	UK-8 is able to create and maintain safe living conditions, including in the event of emergencies; PC-4 is able to organize the process of customer service on the basis of legal acts, taking into account the needs of consumers and the use of customer-oriented technologies; PC-7 is able to develop business plans for the creation and development of existing and new enterprises (activities, products) and evaluate their effectiveness
Результаты освоения дисциплины (модуля)	Code of competence UC-8 To know: - possible threats to life and health in daily activities; - possible threats to life and health in everyday and professional activities; To be able: - identify some causes of environmental safety violations; - identify possible causes of environmental safety violations; To master: - the main methods of analysis of the cause and course of development of possible emergencies; - methods of analysis of the cause and course of development of possible emergencies; Competence code PC-4 To know: - the main criteria for the quality of tourist services, taking into account the views of consumers and stakeholders; - criteria for the quality of tourist services, taking into account the views of consumers and stakeholders; To be able: - ensure the required quality of tourist services in accordance with national standards; - ensure the required quality of tourist services in accordance with international and national standards; To master: - effective interaction with clients in order to identify motives and needs; - effective interaction with clients in order to identify motives and needs; Competence code PC-7 To know: - the main factors that determine the development of the restaurant industry; - principles of organization of production and management process in the restaurant; - the main factors that shape the financial success of the restaurant; - stages of the restaurant promotion process. To be able:

	<ul style="list-style-type: none"> - plan activities of the restaurant; - compare existing methods of evaluating the effectiveness of the menu and identify their differences; - compare and identify the features of different pricing methods, describe different methods of specifying prices in the menu; - give specific recommendations on the composition of the range, menu design and pricing, which will help to increase the average amount of the check and at the same time stimulate sales; - to determine the criteria for the selection of media for advertising restaurant; - identify the key components of successful sales promotion: merchandising and PR campaigns. <p>To master:</p> <ul style="list-style-type: none"> - features of document management at the catering company; - representation of the financial state of the restaurant business; - concepts of purchase specifications, product yield, normative recipes, portion control in the cost control system; - ways to improve the existing layout of the restaurant hall; - able to develop business plans for the creation and development of existing and new enterprises (activities, products) and assess their effectiveness
Трудоемкость, з.е.	3 с.п.
Форма отчетности	Credit - 6 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	1. Mill, R.K. Restaurant management: textbook / R.K. Mill; ed. G.A. Klebche. - 3rd ed. - Moscow: Unity-Dana, 2015. -- 536 p. : table, graph., ill., diagrams - (Foreign textbook). - ISBN 978-5-238-01589-7; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=117538 (04.16.2018).
Дополнительная литература	2. Fedtsov, V.G. The culture of restaurant service: a tutorial / V.G. Fedtsov. - 5th ed. - Moscow: Publishing and trade corporation "Dashkov and K °", 2017. - 248 p. : ill. - Bibliography: p. 214-215. - ISBN 978-5-394-02782-6; The same [Electronic resource]. - URL: http://biblioclub.ru/index.php?page=book&id=450740 (04.16.2018).