

The Hong Kong Polytechnic University

Subject Code	HTM4313
Subject Title	Restaurant Multi Unit Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This course addresses key management issues related to the establishment of owner-operated, franchised and retailing enterprises within the hospitality industry. It introduces students to the fundamentals of planning and developing multi units of owner-operated business and the role of management in the hospitality industry. It also exposes students to the management issues faced by franchise operators in the hospitality context along with exploring the contemporary issues of the retail sector of the industry.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Demonstrate the knowledge and intellectual skills needed for operational competence (professional, business, human resources) in multi unit management. • Possess the ability to apply the skills and knowledge in multi unit restaurant management. • Understand the global trends and opportunities related to multi unit restaurant management through different business growth strategies (global outlook). <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Examine and critique the validity of information, arguments, and different viewpoints on how various multi unit management systems respond to business, customer needs and requirements. • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgment on the basis of credible evidence and logical reasoning in an HTM workplace environment. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Make sound judgments in planning, organizing and managing a multi unit business.

- Identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems.
- Apply and use a wide range of routine and technical skills in the administration of multi unit managerial functions.
- Use a wide range of routine and advanced business skills in making group presentations and case studies.

D. Effective Communicators

- Communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas.
- Accept responsibility and accountability for individual input to case studies and presentations.
- Appraise the work of the other management teams by effective communication mechanisms such as regular meetings and reporting and combining their efforts to meet the project's objectives.
- Apply a wide range of routine applications and demonstrate individual or group dynamics in communication.

E. Lifelong Learners

- Work collaboratively within a team and have a good understanding of leadership skills needed in multi unit restaurant management.
- Recognise the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals.

F. Ethical Leader

- Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON and possess ethical skills to enable students to make sound decisions and be able to apply these principles in practice.

G. Socially Responsible Global Citizen:

- Understand different cultures and social development needs in the local, national and global contexts in multi unit restaurant management (interest in culture and social development); and accept their responsibilities in multi unit restaurant management as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).

**Subject Synopsis/
Indicative Syllabus**

- a. Introduction to multi unit management
- b. Multi unit restaurant management
- c. Development of multi unit management: casual/quick service
- d. Agreements and contracts for developing multi unit chains
- e. Franchising and multi unit management
- f. Franchising, determinant factors for the success of Chinese quick service restaurant chains
- g. Multi unit restaurants in Hong Kong and China
- h. Changing roles of multi unit managers
- i. Key Success Factors for the Multi-Unit Manager
- j. Global competition and the future