

The Hong Kong Polytechnic University

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| 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. Professional Competence</p> <ul style="list-style-type: none"> • Demonstrate the knowledge and intellectual skills needed for operational competence (professional, business, human, management and social skills) in multi unit management. • Process the ability to apply the skills and knowledge in multi unit restaurant management. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Discuss and explain how various multi unit management systems respond to business, customer needs and requirements. • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgment in an HTM workplace environment. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • 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 |

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| | <p>combining their efforts to meet the project's objectives.</p> <ul style="list-style-type: none"> • Apply a wide range of routine applications and demonstrate individual or group dynamics in communication. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Make sound judgments in planning, organizing and managing a multi unit business. • 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. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Work collaboratively within a team and have a good understanding of leadership skills needed in multi unit restaurant management <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • 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. |
| <p>Subject Synopsis/ Indicative Syllabus</p> | <ul style="list-style-type: none"> 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 |