



ROME BUSINESS SCHOOL

Better Managers for a Better World

Master in Food and Beverage Management

October 2018 - October 2019





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Accreditation



Italian Ministry of Education, University and Research

The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.



Italian Republic and Chamber of Commerce

The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver:
"Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".



European Union

The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.



ISO 9001:2008

The Rome Business School has obtained the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.



ASFOR

The Rome Business School is officially registered as a member of ASFOR. ASFOR is the Italian Association for Management Training, was founded in 1971 and, since then, its primary purpose has been to develop the Italian managerial culture and adapt it, by improving it, to the constant global social and economic changes.



European Council of Business Education

The Rome Business School is officially registered as a member of the European Council of Business Education. ECBE is an international not-for-profit educational organisation, committed to develop innovative programmes which will help students to develop the skills, knowledge and experience to succeed in today's dynamic global economy.



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Introduction

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.



Why Italy

The 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.



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Industry numbers

With its two million companies and three million employees, the whole agri-food production chain generates an added value of roughly 130 billion euros. Source: calculations and estimates produced by Nomisma-Crif Agrifood Monitor on the basis of Istat, Eurostat, UCIMA, Federunacoma and CRIF-Cribis D&B data.

The Italian food industry has confirmed its position as the second national manufacturing sector after the mechanical one: 12% of all employment, 11% of all added value, and 8% of all exports. Source: Nomisma-Crif Agrifood Monitor, based upon Federalimentare and Istat data

The Italian food industry

- Revenue: 132 billion €
- Added value: 25 billion €
- Companies: 58.000
- Employment: 385.000 workers (850.000 including agriculture)
- Consumption: 230 billion €

- Exports: 29 billion €
- Italy is Europe's biggest wine producer—roughly 39 million US dollars; about 20% of the total European production. Source: OIV
- The Italian restauration industry is forecast to be worth 82.5 billion US dollars in 2018. Source: Sole24ore

Target Recipients

The master course in Food and Beverage Management is aimed at new graduates and undergraduates (subject to interview), to young persons who wish to start a career in the Food & Beverage industry, and to professionals in the food & beverage production chain and restauration industries—or in other sectors closely linked to them—who aspire to set out on a path to grow within their organisation, to start up an enterprise in an opportunity rich but ever more complex context, and/or to complete their training path by obtaining a certification specifically conceived for the food and beverage industry.



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Learning Objectives

On completion of the course, the attendees will be able to:

- Identify and develop effective managerial strategies for food & beverage industry companies
- Develop a business plan for food & beverage industry companies
- Utilise the most advanced marketing techniques to promote food & beverage industry companies and products
- Apply planning, financial management, and management control principles to the food & beverage industry
- Understand and utilise project management techniques
- Understand and apply process and supply techniques to the food & beverage context
- Master the use of new technologies within food & beverage industry companies
- Understand the food & beverage industry start-up ecosystem





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Professional Outlets

On completion of this training course, the attendees will be able to work, among other profiles, as:

Consultants for the creation of start-ups within the restauration industry

Specialists capable of integrating corporate know-how with their own knowledge. From the study phase to the conceptual and design ones, right up to the opening of the company, the students will be able to take care of designing, managing, and developing a new business.

Consultants for corporate repositioning

Professionals who meet the needs of production companies and of restaurant and hospitality groups. In this perspective, consultants for corporate repositioning are responsible for implementing new corporate formats and correcting any criticalities found in existing ones.

Food & Wine Managers

In a hotel chain, Food and Beverage managers oversee all activities linked to restauration, which

range from supplying foodstuffs to controlling quality and quantities involved in Food and Beverage production and distribution.

Banqueting Managers

Banqueting Managers provide the basic technical and operational elements needed to programme and plan the organisation of events, from locations to the construction of menus, from the choice of wines to the evaluation of budgets, to the selection and control of suppliers.

Hotel chain Retail & Sales Managers

Sales Managers influence the selling strength of hotels' hospitality activities. These professionals' competencies determine whether commercial results are achieved.

Public Relations Managers

Within a company, they are responsible for communication processes at various levels and with various levels and degrees of autonomy and responsibility. These professionals are responsible for the implementation of strategies aimed at achieving defined market targets.





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Course Contents

Module 1 - Introduction

The Food and Beverage and Agri-Food System

Module 2 – Food and Beverage Industry Management

Basics of management: elements of corporate strategy and organisation
Economics and food company management
Marketing management and digital marketing
Accountancy and management control
Basics of Project Management
Business Planning
Human Resource Management
From the concept to the project: defining a project's guidelines through the creation of the Concept
Geomarketing analysis
Aesthetic and functional design: identifying structural needs/required spaces and their distribution / defining a layout
Administrative requirements to set up a business / verifying the suitability of a location
Job Health and Safety: regulations and documents

Module 3 – Food Management

Designing a food offering (menu, pricing, food & beverage cost analysis, technology applied to the kitchen)
Retail & sales management
Supplier selection
Food cost control
Menu engineering
Restaurant and Kitchen layout
Practice Lab: visits to producers

Module 4 – Beverage Management

Designing the beverage offering (the wine/beer/cocktail list)
Retail & sales management
Supplier selection
Beverage cost control
Wine and beverage list engineering

Wine cellar layout

Practice Lab: visits to producers

Module 5 – Marketing and Communication for Food and Beverage

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

Module 6 – Food and Beverage industry innovation and strategies

Internationalisation strategies
New technologies: from production chain to service
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.



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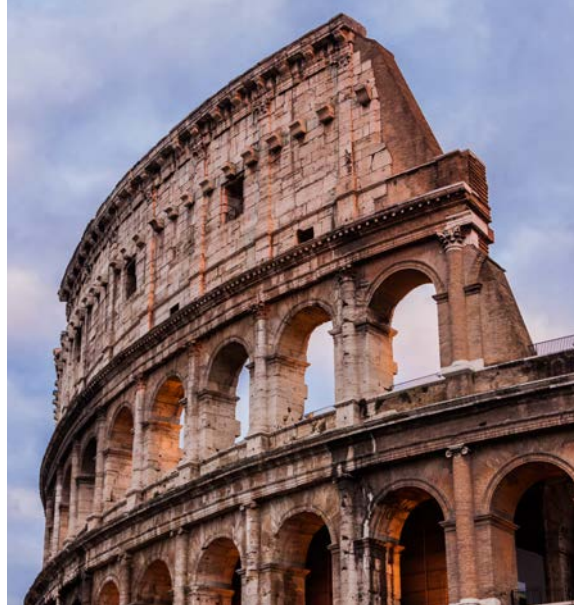
Attendance formulas

This course may be attended in the following formulas:



DISTANCE LEARNING

through a cutting edge e-learning platform with live lectures and a great teacher-student interaction.



ON CAMPUS

at the Rome Business School Rome headquarters.

DIDACTIC OF EXCELLENCE

The Rome Business School's teachers are always highly selected international level trainers and managers from a plethora of operational and professional backgrounds; they are therefore able to bring a wealth of up-to-date experiences and competencies. The quality of training is recognized by the ISO 9001:2008 Certification obtained by the Rome Business School.

TUTORING

For both the on-campus and distance-learning formulas, attendees can always count on the assistance of a tutor for any clarification they may require and for the execution of the tests and exercises planned for each subject.

DOCUMENTATION

Attendees will be issued with a wealth of documentation, including slides, notes, study cases, articles, videos and useful links.



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Registering In The Rome Business School's Alumni Association

- Attendance in the Master in Food and Beverage Management course entitles 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.

Diploma

- At the end of the course, attendees will be issued with the official diploma for the Master.

Teaching Techniques

The Rome Business School employs a wide array of teaching methods:

- Lectures
- Case study analysis
- Exercises
- Additional study materials
- Guest speakers
- Videos
- Company tours
- Complementary cultural initiatives

Students
from more
than
140
countries of
the world





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Internships And Career Service

Attending this Master entitles to:

- International internships at leading companies and organizations;
- Inclusion of your CV in the Rome Business School's database and its distribution to businesses, organizations and head hunters belonging to the Rome Business School's international network;
- A free CV review;
- Support in the management of job interviews;
- Networking meetings with international managers, professionals and business owners;
- A personalised search and flagging service for the best job opportunities.

94%
of our
students find
employment
within 6
months



World Class Teachers

- The Master faculty is made up of highly selected international professors, trainers and business managers, drawn from a variety of operational and professional fields and thus able to bring to the table a rich array of up-to-date experiences and competencies. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies truly useful for the attendees' professional development.

Learning Materials

- Students registered for the Master will be issued with a wealth of learning materials, including: slides, text books, case studies, articles, videos and useful internet links.



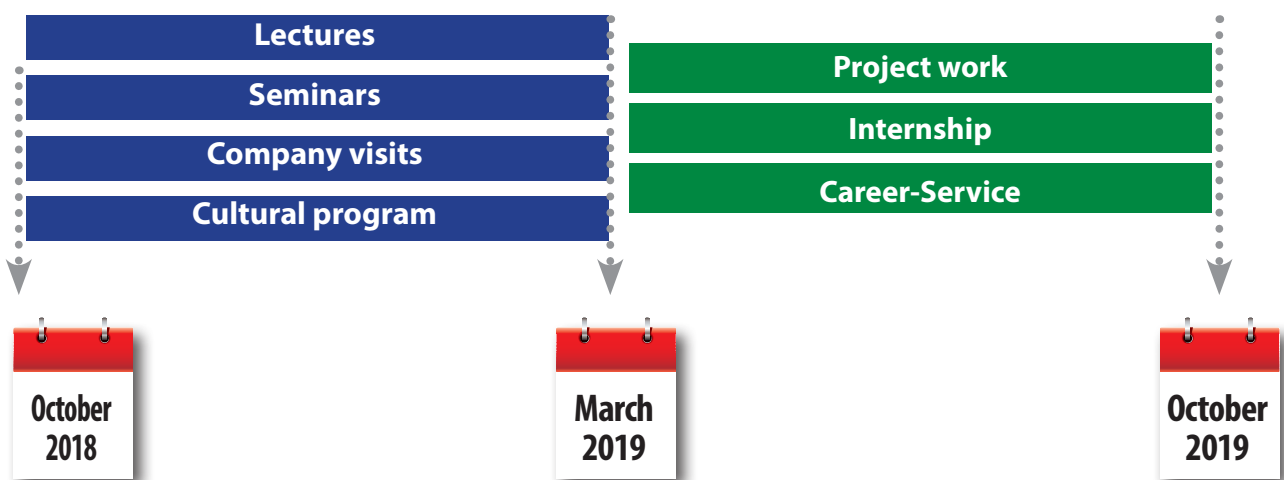
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General Learning Structure

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



Course Language

The Master is taught in English.



Scholarships

We award our merit-based partial scholarships (amount up-to 30% of candidate's tuition fee) to exceptional students who are highly motivated and have demonstrated excellence in one or more areas of their applications. All accepted students are automatically considered for the merit-based partial scholarships for which they are eligible. Students are informed of scholarships at the time at which they are accepted.

Participation fee

The participation fee for the Master in Food and Beverage Management is euro 6500.



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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. If you decide to study in Rome, you will have the opportunity to live the beauty it offers; this is also thanks to a special programme aimed at enhancing your business creativity and innovation through the stimuli of art.

By bringing together people, cultures, and inspirational ideas from around the world, the Rome Business School provides a new and unique educational experience.





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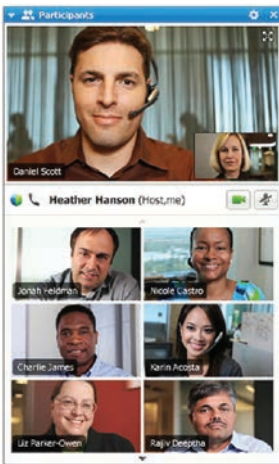
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Distance Learning with LIVE lectures

Innovative managerial training... live!

You will be able to attend the live lectures from the comfort of your home or anywhere you may choose, with the same learning effectiveness of the on-campus lectures.

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 teacher and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want to

What will you need?

To get the most out of our lectures, you will need:

- A PC or mobile device with an internet connection
- An audio connection through PC or headphones/microphone
- A webcam (optional)

Excellent learning materials

- We will supply you with all the course's learning materials as for the on-campus option (books, text books, etc), and you will be able to study and exercise from the comfort of your own home, at your own pace.

A personal tutor at your disposal

- Besides the learning materials, you will benefit from the constant support of a Rome Business School tutor. The tutor will follow you through the whole course, will check your exercises and will be constantly at your disposal for any clarification and amplification.

Possibility of attending on-campus lectures

- Should you wish to, you are given the possibility to attend some of the on-campus course lectures, arranging your visit with our secretary's office in order to best suit your needs.

Learning assessment

- For each of the learning modules, you will be given a written evaluation in order to monitor your learning progress.

A forum dedicated to the sharing of experiences between students

- Through our dedicated online forum, you will be able to communicate and share experiences and ideas with other attendees of the Master's Degree course.

The same qualifications and certification as the on-campus course

- The distance learning option Master's Degree course entitles you to the same qualifications and career service as the on-campus course option.



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How to Apply

Fill out your online application form at

<http://romebusinessschool.it/en/food-application-form/>

or Email your application to

admissions@romebusinessschool.it

This should include:

- your curriculum vitae
- a motivational letter indicating why you wish to enrol, your expectations and your professional objectives (no more than 200 words)
- your university transcripts,
- a copy of your Passport/ID
- any IELTS, TOEFL or similar certificates of proficiency in the English language (not compulsory)

Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required. Complete applications will then be considered by the Academic Selection Committee.

Interview (either in person or online)

All candidates selected by the academic selection committee must interview with a member of the Admission team, either in person or online via Skype/Webex.

Application outcome

We will notify you informally by email of your application outcome, and you will receive either an official offer notification with information on any outstanding conditions to complete, or an official rejection notification within one week.

Entry requirements

All applicants must have:

- A three-year degree (or be near completion)
- Demonstrate a good English proficiency

In order to ensure a high quality training course, classes consist of a limited number of attendees (for both the on-campus and online options).



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Testimonials



Katia Ingegneri (Italy)

The Rome Business School is not just a school but a big family, the care shown by the staff members and their willingness to help helped me have a good experience. Following the lectures and doing class presentations gave me confidence; I am now able to face a professional environment. This master course has given me the tools I needed to equip myself and start my journey to success



Sofia Anna Maria Caira (Belgium)

My experience has been really interesting; from the excellence of the classes to the quality of the teachers and of all those who work and collaborate in the school. It is a very, very interesting environment in which you can develop all the skills you need to succeed in your life.



Elzubair Khalid H.H. Salih (Sudan)

It was not only a series of academic lectures; it was a mix, I could say an all-in-one training cycle. A fantastic experience. The teaching and the professors, as well as the administration staff members, were very nice. I'm proud to have graduated from the Rome Business School!



Bobby Jacobs (India)

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.



Nikole Kirsten (Denmark)

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in.

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career.



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Registration Form

To be faxed to +39 (0)6 96708812 or emailed to info@romebusinessschool.it

Course Title		
Place and Date of Commencement		
Participant: Surname	Name	
Address.....	City.....	
State.....	Zip.....	Country
Phone.....	Fax	Email

Qualification: ☐ Student ☐ Entrepreneur ☐ Manager ☐ Professional ☐ Freelancer ☐ Other

Only for registration as an employee:

Company billing information:

Company name

Address

City.....

State..... Zip..... Country

VAT..... Tax Code

Point of Contact:

Surname

Name.....

Phone

Fax

Email

PAYMENT (to be made at the time of enrollment)

Payment of Euro made by Bank transfer:

Bank account holder: Rome Business School

IBAN: IT15W0200805219000102125005

BIC/SWIFT: UNCRITM178L

Bank account number: 102125005

Bank name: UNICREDIT SpA

Bank address: Piazza Gimma, 14 - 00199 Roma, Italia

Promotional Code
(if available):

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CONTRACT CLAUSES

1 - COMPLETION OF REGISTRATION: Registration is considered complete upon receipt by the Rome Business School of this form, duly filled in and signed for acceptance, along with the payment.

2 - IMPOSSIBILITY TO PARTICIPATE: In case of impossibility to participate in the course, the Rome Business School will be authorized to charge the full amount and retain the amount already paid, subject to the possibility of the participant to enroll in another edition or another course of equal amount.

3 - WITHDRAWAL: In case of withdrawal of the participant from the course once it has already begun, the Rome Business School will be entitled to charge the entire fee and retain the amount already paid; the participant will retain the right to keep the educational materials distributed during the course.

4 - VISA REFUSAL: The tuition fee including any deposit is fully refundable if a student fails to, through no fault of his/her own, secure a visa less € 150 administrative charges. Refunds will not be made if the student is partially or wholly responsible for the visa being refused. For example if the student's visa is refused due to lack of funds, presenting forged documents, he/she will not be eligible for a refund. The student will not be eligible for a refund if student did

not apply for a visa. The applicant immediately inform Rome Business School about the visa refusal and must produce original refusal letter from the Italian Embassy. Processing period of refund will take a minimum of four weeks. Refund request more than six weeks after the visa refusal will not be considered. In line with money laundering laws any fee paid will only be refunded to the person who paid the fee, unless in exceptional cases in which the original payee can give authorization for the money to be deposited into another account. Students' attention is particularly drawn to the fact that where they fail to submit an application for a refund due to visa refusal 15 days prior to the Course Commencement Date, they will not qualify for a refund.

5 - EXCEPTIONAL CIRCUMSTANCES: In all other cases a refund will not be made except in the unlikely event that the programme is cancelled or in exceptional circumstances at the discretion of the school for example, a bereavement involving the student's immediate family.

6 - CHANGE OF PROGRAMME: For didactic and organizational reasons, the Rome Business School reserves the right to postpone scheduled classes and modify the programme and/or replace teachers. Any changes will be promptly communicated to the companies and participants.

7 - LIABILITY OF PARTICIPANTS: Participants in the courses/ Master's Degrees are personally responsible for any damage caused to the classrooms, equipment and other items in the rooms used by the Rome Business School. Participants are also required to abide by the internal regulations (signing registers, using computer equipment, etc.).

8 - PRIVACY: The processing of personal data is carried out by the Data Bank of the Rome Business School in compliance with the provisions of personal data protection laws. Your data will not be disclosed to third parties, and you may at any time request its erasure. Should you not wish to receive further communications about our activities, please tick this box ☐

9 - DISPUTES: In case of any dispute, the Court of Rome shall be competent, to the exclusion of any other Court.

date

Signature (with stamp if company/institution)

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CONTACTS

Rome Business School

Via degli Scialoja 18, 00196 Rome, Italy

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Facebook: www.facebook.com/RomeBusinessSchool