

BAR MANAGER DEGREE APPRENTICESHIP PROGRAMME

Information for Employers



Aim of the course

The programme aims to develop confident, and effective bar managers who can work autonomously and, manage all aspects of a compliant bar trade while delivering an excellent consistent customer and staff experience.

The programme aims to provide learners with the range of integrated skills required to operate a bar trade including the legal and regulatory framework, leadership and management, food and beverage, commercial skills, finance, marketing, human resource management, communications, and personal development.

Objectives of the course

Upon completion of the BA in Bar Management programme, apprentices will be able to:

- Demonstrate a knowledge of the bar legal and regulatory framework
- Demonstrate advanced leadership and management skills
- Competently manage a safe food and beverage service in the bar trade
- Apply financial management principles and practice to the bar business
- Apply the principles of marketing including digital marketing to the bar business
- Apply effective HR and people management skills
- Apply contemporary commercial skills in the areas of:
 - Customer service
 - Business development
 - Effective procurement
- Communicate effectively with all stakeholders involved in the bar trade
- Engage in continuing personal and professional development
- Manage themselves using self-awareness insights



Who is the course for?

- Employees who are identified by their employer as somebody who has the potential to become a senior manager and who they wish to retain and develop
- Candidates who have acquired at least two years prior experiential learning in the Bar Trade
- Candidates who have completed the FET NQF level 5 and 6 hospitality or business programmes and are looking for a progression route in the bar trade
- Candidates who wish to change career
- School leavers with experience of working in the bar trade, who have a desire to pursue a long-term career at managerial level in the sector



Benefits of the programme to a bar business

- Development of creative and innovative managers
- Maximise business performance
- Retention of talented employees
- Motivation of team members and improved employee engagement
- Strengthen the organisation's culture of learning
- Increased sharing of knowledge
- Recruitment advantage by showing support for staff development
- Access to Government incentives for apprenticeships

Duration

3 Years
1 day a week for
 30 weeks each year
 i.e. Total of 90 days

Course content

Year 1

Licensing Law
 Communication Skills
 Bar Environment and Equipment*
 Food Safety*
 Food and Beverage Products and Service*
 Occupational Health and Safety*
 Stock Management*
 Personal and Professional Development
 Customer Service Skills
 Accounting Fundamentals

**Bar Operations Module*

Year 2

Principles of Marketing
 Managing People
 Menu Management
 Retail Marketing and Merchandising
 Bar Legal and Regulatory Framework (including RSA)
 Management Accounting
 Bar Management
 Business Development Skills
 Event Management

Year 3

Leadership and Management
 Food and Beverage Management
 HR Management
 Effective Procurement
 Marketing Management
 Business Development Project



Employer commitment

- Identify staff for development
- Appoint a workplace mentor to facilitate the apprentice over the 3 years
- Facilitate the workplace mentor attending the Certificate in Workplace Mentoring programme
- Pay the apprentice while they are attending the classroom sessions
- Work with Generation Apprenticeship and Griffith College to deliver the programme

Interested in learning more?

Register your interest with the coordinating provider **Griffith College**
<https://www.griffith.ie/faculties/apprenticeships/bar-management-employers>



FOR FURTHER DETAILS PLEASE EMAIL
BM.APPRENTICESHIP@GRIFFITH.IE

GRIFFITH.IE (01) 415 0400 | GRIFFITH COLLEGE - DUBLIN, CORK AND LIMERICK

