



FOOD & BEVERAGE MANAGEMENT

Programme Overview

- ☑ Analysing and understanding your current Food and Beverage operation
- ☑ Identifying what your Food and Beverage operation should look like
- ☑ Understanding and managing your resource and personnel requirements
- ☑ Managing the revenue and profitability of your food and beverage operation
- ☑ Effective stock management, controls and procedures
- ☑ Leading and growing your Food and Beverage business
- ☑ Providing exceptional service and customer experience

Who is this Certificate suitable for?

- ☑ Golf Club Managers
- ☑ Deputy Golf Club Managers / Operations Managers
- ☑ Food and Beverage / Clubhouse Managers who have already completed the CCL Training CMT 1 and 2 courses
- ☑ Honorary Secretaries

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a thorough understanding of all individual elements of Food and Beverage operations from a management perspective. You will develop skills and knowledge that a high performing General Manager must be able to effectively lead upon within their role when overseeing a Food and Beverage Department.

You will gain a deep understanding of the current performance of your Food and Beverage operation and map out a Strategic Plan for high level food and beverage service delivery and performance that you and your club can implement immediately and for long term success.



in Golf Operations and Hospitality

- ☑ This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- ☑ Marketing Strategy
- ☑ Sales & Service Delivery
- ☑ Golf Course Management for Golf Club Managers