

Restaurant Management

November 27 - December 1, 2017



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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The size of the food services market in India is estimated to be \$48 billion in 2013, as per the Food Services Report 2013 commissioned by consultancy firm Technopak for lobby group National Restaurant Association of India (NRAI). This market is projected to grow at a compound annual growth rate of 11% over the next five years to reach \$78 billion by 2018. With an increase in the consumer's discretionary expenditure on dine-in services, the demand for better service quality at restaurants is also gaining much attention. Hence, there are several start-ups in fine dine-in restaurants and allied technologies. However, there are limited restaurant management training programmes, which can help the restaurants to benchmark, compete, and grow their business. To address the management training needs in this area, this programme aims to skill the participants in four primary areas: managing restaurant operations, managing restaurant revenues and menu pricing, design thinking for nurturing innovation and integrated user experiences in restaurants, and strategies for a successful restaurateur.

Objectives

- To equip the participants on restaurant operations management skills
- To guide entrepreneurs for start-ups in restaurant space and nurturing innovation
- To address the pricing and costing complexities in restaurants

Programme Highlights

A few topics which the programme will focus on are as follows:

- Menu pricing decisions
- Relevant cost analysis to maximize capacity utilization
- Break-even analysis
- Process and capacity analysis and restaurant system dynamics
- Role of ICT in restaurant management.
- Business models, opportunity recognition, planning a market entry, and competitive dynamics.
- Restaurant business valuation
- Experience design, innovation, and agile thinking

Participants' Profile

- Fine dine-in restaurant managers
- CEOs of restaurant chains
- Restaurateurs
- Restaurant technology developers and specialists
- QSR managers

Pedagogy

- Case sessions
- Exercises
- Lectures

Faculty

- Desai, Naman
- Karna, Amit
- Parmar, Ashis Jalote
- Roy, Debjit (Faculty Chair)
Email: debjit@iima.ac.in



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **November 13, 2017**. The last date for early bird discount is **November 6, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have any guest stay with them during the programme.

Programme Fee and Payment

INR.1,20,000 plus 18% GST per person for participants from India and equivalent US Dollars for participants from other countries. The fee includes tuition fees, programme materials, board and lodging.



The programme fee should be received at the Executive Education Office latest by **November 13, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person / organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Restaurant Management
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 SAC:999293

After making the payment, please email us the complete transaction details immediately so that we can connect your remittance to your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes in our website (www.iima.ac.in/exed).

Discount

Early Bird Discount: Nominations received with payments on or before **November 6, 2017** will be entitled to an early bird discount of 07%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

Group Discount: Any organisation sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on payment of one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post-Graduate Programme in Management for Executives (PGPX)
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

Disciplinary Areas :

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres and Groups:

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation, and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC), located on the IIMA main campus, and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carom, chess, cricket, football, squash, TT, and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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