

GCMA ADVANCED

Management Certificate

Food & Beverage Management

Officially recognised by



Supported by:





GCMA **ADVANCED**

Management Programme



11 Individual Advanced Management Certificates



4 Advanced Management Awards

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career



Food & Beverage Management

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.



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

Course length: 2 days (Residential)

CPD points: 32



- ☑ 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

BOOK NOW





GCMA ADVANCED

Management Certificate

Meet our training provider



Kevin Fish,
Contemporary Club Leadership

What is your expertise in this area?

I have over 25 years in the industry and our successful CMT programme for aspiring clubhouse managers is in its 7th year. Now it's time to establish the correct role of the Club Manager in F&B operations and ensure they are equipped to play their part in its success.

What can people expect from the course?

We are going to take a deep dive into the success factors of F&B in clubs to help you arrive at an agreed, settled strategy in this area of operations. You will understand what

your role is, in particular in the leadership of those responsible for the delivery of the results, and how the volunteers at the club can contribute at the right level, to help make your F&B service a visible and sustainable success.

Why is this important?

In the UK relatively few people come into the golf industry to run an F&B operation, but every one of us must master the principles and the practices to lead a settled and popular service. This will do it.



Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (CMI) Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised** by the CMI against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **CMI** works with business and education to inspire people to become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on

offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

FIND OUT MORE 





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