

BSc in Bar Studies—Management & Entrepreneurship (DT 417)



Programme Description

This four year honours degree programme (level 8) offers great career opportunities for individuals who wish to pursue a career in the bar industry. This industry has expanded rapidly in the last decade giving rise to a growing demand for professional managers and entrepreneurs. This growth both nationally and internationally has been driven by an increasingly sophisticated market place that demands quality, convenience, and an increasingly wider array of services including food and entertainment.

The overall objective of the programme is to develop the individual by equipping them with the appropriate knowledge, understanding and professional management skills to pursue successful and entrepreneurial careers in the broad bar industry that includes, licensed premises, hotels, restaurants, retail outlets, clubs and entertainment venues.

Programme Outline

The programme is offered in a modular format and has the option of exit awards as follows: On the successful completion of year one and two a student wishing to exit the programme may be awarded a Higher Certificate in Bar Studies (Management and Entrepreneurship). If exiting successfully after year three the award is a BSc (Ordinary) in Bar Studies (Management and Entrepreneurship). Students who successfully complete the fourth year of study will be awarded the BSc (Honours) Degree in Bar Studies (Management and Entrepreneurship) with the appropriate classification.

1 st Year	2 nd Year	3 rd Year	4 th Year
Communications Hygiene & Safety, Management Principles International Bar Service and Commodities Languages (choice) Food & Beverage Studies Culinary Information Systems Culinary Arts Performance Cookery Wine Studies Bar Preparation and Service Cocktail Making	International Beers and Draught Dispense Management Services Marketing Spirits, Liqueurs and the Consumer Food and Beverage Service Language (choice) Information Technology Financial and Cost Accountancy International Legal Studies Professional Bar Management HR Management Students select two options (subject to demand) from the following Culinary Arts Performance Cookery Advanced Cocktail Making Introductory Accounting, Economics Retail Management Languages (choice).	Consumer Behaviour Research Methods Hospitality Law, Advanced Wine Studies Food Services Management International Internship (industry placement) Students select one option (subject to demand) from the following: Retail Management 2 Operations Management Systems	Financial Management Property Asset Management, Strategic Management Occupational health & Safety Project Management & Entrepreneurship Managing Training and Development Students select two options (subject to demand) from the following: Food Packaging Design Intercultural Studies Business Law Hospitality Quality Services Management Student undertakes a dissertation as part of the final examination

Career Opportunities



This programme recognizes the diversity of opportunities available to the graduate. Career opportunities include: Bar Management, Bar Ownership, Wine Retailing, Club Management

In addition there are opportunities for graduates in consultancy, research and postgraduate education

Entry Requirements

Irish Leaving Certificate in six subjects with at least Grade C3 in two higher level and at least Grade D3 in four ordinary or higher level subjects. Results must include Irish or English and mathematics or an equivalent qualification as per CAO.

Applications from mature students (over 23) and advanced entry (applicants who possess third level qualifications or equivalents) will also be considered



Progression

Students who have reached the appropriate honours standard may have access to a range of Masters Degrees in DIT and elsewhere in higher education

Further Information

Mr. Andrew Ó Gorman,

Head of Department, Bar and Meat Management

School of Culinary Arts and Food Technology

t + 353 1 4024145

e andy.ogorman@dit.ie

Mr. James Murphy,

Lecturer in Bar Operations Management

t +353 1 4024453

e james.murphy@dit.ie

e: scaft@dit.ie (School Office)

w www.dit.ie
