

Information pack for apprentices
Bar Manager Degree Apprenticeship
Commencing first quarter 2022
(Pending QQI validation and Industrial Training Order)



Griffith College



**GENERATION
APPRENTICESHIP**
www.apprenticeship.ie

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INTRODUCTION

This document aims to provide apprentices with information about the Bar Manager (BM) Degree Apprenticeship.

The apprenticeship is managed by a Consortium Steering Group (CSG) which is made up of representatives from the VFI and Griffith College as the coordinating provider.

All apprentices must be employed, and their employer must be approved by SOLAS for the delivery of the apprenticeship programme. If your employer requires information on the programme and how to register with SOLAS please ask them to register their interest on the Griffith College website www.griffith.ie and we will provide them with the relevant information.

Further general information about apprenticeships can be found [here](#)

The apprenticeship programme is delivered collaboratively between the apprentice, the employer and Griffith College as the academic provider. Each party needs to be willing to commit and work together to achieve a successful learning outcome for the apprentice and the employer organisation.

Apprenticeship programmes are delivered using a combination of on the job and off the job learning. The on-the-job element is delivered by the workplace mentor who facilitates the practicing of skills and competencies. The off the job element which is delivered by Griffith College as the coordinating provider includes the transfer of knowledge and the development of new skills and competencies in a simulated environment.

BENEFITS FOR APPRENTICES

The benefits for apprentices of engaging with the apprenticeship are typically but not limited to:

- Security of employment
- Earning while you are learning
- Successful candidates receive a National Framework of Qualifications level 7 BA in Bar Management (QQI)
- Enhanced skill set
- Pathway to higher paid role
- Lifetime portfolio to evidence personal achievements
- Progression routes to further education

APPRENTICE COMMITMENT REQUIRED

Apprentices are required to be willing to:

- commit to 3 years study
- take ownership and manage their own learning
- take on a senior role
- work collaboratively with their workplace mentor and the Griffith College academic team to achieve a successful outcome for their self and employer organisation
- commit to attending the classroom sessions as part of their normal working week and to treat them as an extension of the workplace
- share defined personal information with the Consortium Steering Group, SOLAS, Griffith College the Coordinating Provider, their employer and QQI. Personal information will be used solely for the purposes of facilitating the delivery, certification of the programme and monitoring of an apprentice's progress
- sign up to the [Apprenticeship Code of Practice for Employers and Apprentices](#)

THE DELIVERY TEAM

Apprentices will interact with the following team members during the programme delivery:

Role	Description of the role
Programme Director	Overall responsibility for the delivery of the programme
Administrator for the programme	Responsible for all administrative matters and the collation of apprentice results
Module leaders (Lecturers/Tutors)	Responsible for the delivery of the individual modules, correction of assessments and ratification of the ePortfolio
Academic Success Coaches (ASC)	<p>Each apprentice is assigned an ASC at the start of the programme. The ASC is responsible for:</p> <ul style="list-style-type: none"> • coaching and monitoring the apprentice's progress through the 2 years of the programme • providing advice and support where required • providing a Link between the workplace and the classroom • providing support to the workplace mentor
Workplace Mentor (WM)	The WM is responsible for guiding and facilitating the apprentice practicing the module learning outcomes, providing constructive feedback, approving, and authenticating their portfolio of evidence
Employer	Providing employment, supporting the apprentice in the workplace and facilitating classroom attendance.

THE PROGRAMME

Aim

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

The programme aims to provide a progression route to other third level programmes for example:

- BA Hons in Hospitality

The programme aims to provide learners with the range of integrated skills required to operate a compliant 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.

The programme aims to develop independent expert learners who are purposeful and motivated, resourceful and knowledgeable, and strategic and goal directed.

Graduates will be able to take senior positions as bar managers nationally and internationally in the licensed trade, hotels and other food and beverage retail outlets. These roles are becoming more available with the advent of the larger bar trade groupings.

Objectives

The programme objectives are that apprentices:

- manage themselves using self-awareness insights
- engage in continuing personal and professional development
- communicate effectively with all stakeholders involved in the bar trade
- 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 area of:
 - customer service
 - business development
 - effective procurement

Entry requirements

Candidates for this programme must meet one of the following profiles:

- (i) Leaving certificate: 5 subjects with O6 / H7 to include English. Learners need to have foundation mathematics or a relevant FET level 5 or 6 major award with at least 4 distinctions or equivalent qualification mapped to the national framework of Qualifications (NFQ).

Alternative ways of meeting this entry requirement to ensure consistency of learner-standard joining the programme are:

- (ii) A mature candidate, over the age of 23 who does not hold the above qualifications but has a minimum of 1 years' experience in the sector, are recommended by their employer and who demonstrate the right attitudes and behaviours will also be eligible to apply.

Minimum requirements for general learning

The English language entry requirements for the programme are CEF B2+ or equivalent. Candidates with English language levels below CEF B2+ must first reach this minimum standard before enrolling on the academic programme.

Duration

- The programme is a 3-year apprenticeship programme
- Each year is made up of three 14-week semesters (42 weeks per annum)
- Each semester has a classroom intervention one day a week for 10 consecutive weeks of each semester the other 4 weeks are for research and assessment preparation. Classroom interventions may be delivered using a real time virtual environment.
- Each day is 8 hours which includes 1 hour for lunch

Fees

The third level student fee for the programme is €1,000 per annum.

Domains of learning

There are seven domains of learning:

- (i) provide leadership and management
- (ii) operate a commercially aware customer centric organisation
- (iii) manage an effective healthy and safe food and beverage operation
- (iv) act and communicate professionally
- (v) implement financial management practices
- (vi) apply effective human resource management principles
- (vii) apply marketing principle and practice

Module Timetable

There is a total of 25 modules to be completed.

	Year 1	Year 2	Year 3
Semester 1	<ul style="list-style-type: none"> • Licensing Laws • Bar Environment and Equipment • Communication Skills 	<ul style="list-style-type: none"> • Principles of Marketing • Managing People • Food and Beverage – Menu Management 	<ul style="list-style-type: none"> • Leadership and Management Skills • Food and Beverage - Management
Semester 2	<ul style="list-style-type: none"> • Food and Beverage – Food Safety • Food and Beverage - Products and Service • Personal and Professional Development 	<ul style="list-style-type: none"> • Retail Marketing and Merchandising • Bar Legal and Regulatory Environment • Management Accounting 	<ul style="list-style-type: none"> • HR Management • Effective Procurement
Semester 3	<ul style="list-style-type: none"> • Customer Service skills • Bar Operations Occupational Health and Safety • Bar Operations – Stock Management • Accounting Fundamentals 	<ul style="list-style-type: none"> • Bar Management • Business Development Skills for the Bar Trade • Event Management 	<ul style="list-style-type: none"> • Marketing Management • Business Development Project - Capstone Module

For more details on these modules please refer to the Bar Manager Degree Curriculum file.

Module aims

Module title	Module aims
Year 1	
Licensing Laws	This module aims to introduce apprentices to the licensing laws in Ireland that exist for the bar trade within which a compliant business must operate.
Bar Environment and Equipment	The aim of the module is to provide apprentices with the necessary operational knowledge, skills, and competencies to work in the bar industry in a professional manner.
Communication Skills	The aim of this module is to enhance an apprentice's verbal, written and reporting communication skills so they become competent communicators at all levels.
Food and Beverage – Food Safety	This module aims to provide the apprentice with the knowledge and skills required to maintain a safe bar food operation.
Food and Beverage – Products and Service	The aim of the module is to provide apprentices with the product knowledge required to operate an effective bar trade.
Personal and Professional Development	The aim of the module is to increase apprentices' self-awareness and to encourage self-development and the implementation of reflective skills and processes. It also aims to provide apprentices with the necessary team-working skills to effectively manage their teams.
Customer Service Skills	The aim of this module is to provide the apprentice with the knowledge and skills required to work with their team to consistently deliver a high-quality customer experience in their bar trade
Bar Operations – Occupational Health and Safety	The aim of the module is to provide apprentices with the necessary occupational health and safety knowledge required to operate a safe and effective bar trade. This module focuses on occupational health and safety issues relevant to the bar sector.
Bar Operations – Stock Management	The aim of the module is to provide apprentices with the necessary knowledge, skills, and competencies in managing necessary business and stock management processes required in the bar trade.
Accounting Fundamentals	The aim of this module is to provide the apprentice with the necessary bookkeeping knowledge and skills required to manage the finances of the bar trade.
Year 2	
Principles of Marketing	The aim of this module is to provide the apprentice with the required skills to effectively market their brand.
Managing People	The aim of this module is to provide apprentices with the people management skills required to manage and motivate a team of staff in the bar trade.

Module title	Module aims
Food and Beverage – Menu Management	This module aims to provide the apprentice with the evaluation skills needed to analyse market trends, their customer profile, and to be able to design and implement menus to match those needs.
Retail Marketing and Merchandising	This module aims to provide the apprentice with the required skills to effectively apply retail marketing and merchandising processes in their bar trade.
Bar Legal and Regulatory Environment	This module aims to introduce apprentices to the legal and regulatory framework that exists for the bar trade within which a compliant business must operate.
Management Accounting	The aim of this module is to provide apprentices with the knowledge, skills and competency to implement and apply financial forecasting and margin management to their business.
Bar Management	This module aims to show the apprentice how to work effectively and use best practice to manage their bar trade business processes including the development of policies and procedures to ensure standards are consistently met.
Business Development Skills for the Bar Trade	The aim of this module is to promote the use of business development skills for the generation of new business and upselling.
Event Management	This module aims to provide the apprentice with the required skills to effectively manage and deliver quality events in their bar.
Year 3	
Leadership and Management Skills	This module aims to explore the apprentice’s leadership style, to provide them with alternative models and how to apply these in the workplace.
Food and Beverage - Management	The module aims to provide the apprentice with a comprehensive knowledge of the products and skills required to create standard operating procedures for the serving of food and beverage.
HR Management	The aim of this module is to provide the apprentice with an in-depth understanding of managing human resources within the bar trade.
Effective Procurement	This module aims to provide the apprentice with the research, evaluation and negotiation skills required for effective, sustainable and ethical procurement in the bar trade.
Marketing Management	This module aims to develop the apprentices’ marketing skills in the areas of market analysis, planning and digital marketing.
Business Development Project - Capstone Module	The aim of this module is to consolidate the programme learning into a project which benefits the bar trade business.

Assessment

The programme is assessed using a combination of graded continuous assessment in the workplace evidenced by an ePortfolio of work including reflective practice and assessments administered from the classroom. Classroom assessments are mostly based around activities or experiences in the workplace.

FURTHER INFORMATION

If you require any further information or would like to discuss any of the points raised above, please email: bm.apprenticeship@griffith.ie.