

Information pack for Employers
Bar Manager Degree Apprenticeship



Griffith College
Coláiste Uí Ghríofa



**GENERATION
APPRENTICESHIP**
www.apprenticeship.ie

This page is intentionally left blank

Table of Contents

INTRODUCTION	4
BENEFITS FOR EMPLOYERS	5
EMPLOYER COMMITMENT REQUIRED.....	5
THE IMPLEMENTATION TEAM	6
THE PROGRAMME.....	6
Aim	6
Objectives	7
Duration	7
Entry requirements.....	7
Workplace Mentors qualifications.....	8
Fees	8
Domains of learning.....	8
Module Timetable.....	8
Module aims	9
Assessment	11
FURTHER INFORMATION	11

INTRODUCTION

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

The information provided by the Consortium Steering Group in this document and any additional files included with the pack, do not form part of any approval process. Their sole purpose is to provide information to facilitate an employer in deciding on whether they want to participate in the apprenticeship programme.

For the apprenticeship there are two entities which need to know employers are interested in participating in the apprenticeship:

1. The Consortium Steering Group – if you have not already registered your interest for the apprenticeship, please register your interest on the Griffith College Website
2. SOLAS – Generation Apprenticeship, the agency with statutory responsibility for national apprenticeships. We will guide you through the SOLAS registration process once you have registered your interest with Griffith College.

Employers who wish to deliver the apprenticeship programme and employ apprentices are required to complete an approval process with SOLAS. The approval process includes a site or virtual site visit by a SOLAS authorised officer.

Approved employers who wish to employ apprentices on a particular apprenticeship must be able to agree to:

- An initial assessment to assess your organisations suitability to jointly deliver the programme
- Provide a suitably qualified staff member to act as mentor to the apprentice
- Provide the apprentice with a suitable and relevant role where they can practice and acquire the programme learning outcomes
- Provide the apprentice with an employment contract for a minimum of 3 years
- Cover the full-time employment costs of the apprentice including the days for off-the-job training. Current guidelines state the apprentice should be paid at least a salary commensurate for the entry level positions within the sector.

Further general information about apprenticeships can be found on the [apprenticeship web site](#)

The apprenticeship programme is delivered collaboratively between the employer and Griffith College as the academic provider. Each party needs to be willing to commit to working 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 to facilitate the development and practicing of skills and competencies. The off the job element is delivered by Griffith College as the coordinating provider, it includes the transfer of new knowledge and the development of new skills and competencies in the classroom.

BENEFITS FOR EMPLOYERS

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

- Key employee retention for the duration of the programme
- Increased loyalty and motivation for apprentices to stay based on your investment in their training
- Introduction of new knowledge, skills, and competencies to your workplace with a movement towards becoming a learning organisation
- Apprentices can bring fresh perspectives and dynamics to a team and share their new learning with colleagues
- Improved productivity
- Enhanced customer care
- Marketing advantage in being able to show you are actively supporting staff training
- Increased motivation in the staff team
- Professionalisation of the bar manager role.

EMPLOYER COMMITMENT REQUIRED

The employer will need to:

- Be willing to employ their apprentice for at least the 3 years duration of the apprenticeship
- Appoint a suitably qualified workplace mentor to support the apprentice over the duration of the apprenticeship
- Release the mentor for a period of training at the commencement of the programme (Refer to Certificate in Mentoring Programme Document)
- Carry out an annual appraisal of the workplace mentor's mentorship skills
- Register with SOLAS Generation Apprenticeship to become an approved employer
- Work collaboratively and effectively with Griffith College the academic provider to deliver the programme
- Provide access for the apprentice to all the learning outcomes either internally or externally
- Provide the apprentice with the opportunity to practice all the learning outcomes of the programme
- Release the apprentice from the paid workplace for the classroom sessions
- Commit to and sign the [Apprenticeship Code of Practice for Employers and Apprentices](#)

THE IMPLEMENTATION TEAM

The following are the roles involved in the delivery of the apprenticeship programme:

Role	Description of the role
Programme Director	Overall responsibility for the delivery of the programme.
Course Administrator	Responsible for all administrative matters and the collation of apprentice results.
Module leaders (Lecturers/Tutors)	Responsible for the delivery of the individual modules and correction of assessments.
Academic Success Coaches	Each apprentice is assigned an ASC at the start of the programme. The ASC is responsible for: <ul style="list-style-type: none">• Coaching and monitoring the apprentice's progress through the 3 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• Monitoring the apprentice's portfolio of work.
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. Committed to assisting with the delivery of the programme.

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 Management.

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:

- Apply more self-awareness
- Manage self
- 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 commercial skills in the area of:
 - customer service
 - business development
 - effective procurement.

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 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.

Entry requirements

Candidates for this programme must meet the following profile:

- Must be employed and sponsored by an employer.
- Must have a minimum of one year full-time or two years part-time work experience in the sector.
- English language entry requirements - CEF B2+ or equivalent. Candidates with English language levels below CEF B2+ must first reach this minimum standard before enrolling on the academic programme.

Candidates for this programme must hold at least one of the following academic qualifications:

- Leaving Certificate: 5 subjects at O6/H7 grade, to include English, and a minimum of foundation Mathematics.
- A relevant FET level 5 or 6 major award, with at least 4 distinctions,
- Equivalent qualification mapped to the national framework of Qualifications (NFQ).

Mature applicants [i.e. over the age of 23] who do not hold the above academic qualifications, but have the required work experience in the sector, are recommended by their employer, and who demonstrate the right attitudes and behaviours, will also be eligible to apply.

Candidates are invited to attend a pre-enrolment session to verify that they meet the entry requirements.

Workplace Mentors Qualifications

Workplace Mentors must have at least 3 years' experience of working in the bar trade at managerial level and have completed mentorship training for this programme.

Workplace mentors are supported by the provision of a short level 7 mentorship training programme. For details of this programme please refer to the file "Certificate in Workplace Mentoring".

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 a safe food and beverage operation
- (iv) Act and communicate professionally
- (v) Implement financial management
- (vi) Apply effective human resources management
- (vii) Apply the principles and practice of marketing to the Bar trade.

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 • Event Management 	<ul style="list-style-type: none"> • Marketing Management • Business Development Project - Capstone Module

Module aims

The following table summarises the aims for each module:

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.

Module title	Module aims
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.
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	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.

For further details on the module learning outcomes please refer to the file “Bar Manager Degree Apprenticeship Curriculum”

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.