

CRASE

(Cornell Restaurant Administration Strategic Exercise)



Professor Chase in action

This course has a singular objective -the building of confidence in staff and line personnel to manage a restaurant more effectively. This confidence and broadened understanding is required to communicate with other strategic business unit managers in expanding and more competitive marketplaces.

Three major business skills are communication, analysis and decision-making. This program will focus upon recognition, distinction, and development of these skills. Useful models will be presented and, to add a distinctive difference, the Cornell Restaurant Administration Strategic Exercise will be employed to require continuous application of skills by the participants.

The program audience is the future restaurant managers and supporting staffs in the field. The participants should have a desire to pursue the study of marketing, human resources, accounting and operating issues. The central theme of managerial effectiveness will be profitability.

The course will provide the opportunity for participants to:

1. Explore the planning process for management of food service units.
2. Develop an understanding of organizing resources to compete more effectively.
3. Understand the environmental assumptions, which impact the planning and operating of a food facility.
4. Link managerial strategic decisions to key measurements within the financial statements.
5. Evaluate the variances between a profit plan and actual results, and communicate with others about the differences.