

Department of Tourism & Hospitality



CIT CAO **Course** Handbook

www.cit.ie/th

Department of Tourism & Hospitality...

Experienced provider of career focused education

Training with high practical content

State of the art teaching facilities

Work placement programme

Strong industry collaborations



Thank you for taking the time to consider the courses in the Department of Tourism & Hospitality at CIT.

All of our courses offer you the opportunity to learn in a modern, well-equipped building which is built to the highest European standards. At the Department of Tourism and Hospitality you will be able to pursue your chosen studies in a warm and friendly atmosphere, with an approachable and supportive teaching team who can guide you on your path to success in the fields of tourism, hospitality and culinary studies.

The world of Tourism, Hospitality and Culinary Arts is an exciting and vibrant world, where graduates will find a wide range of opportunities to develop their career paths, and to specialise in their preferred roles. Work placements, which are a structured part of most programmes, prepare our students for the range of careers available, and ensure that all students can commence employment on completion of the programme.

While you are at college, you can be assured that the wide range of support services, sports and social clubs and societies, will all ensure that your time at CIT is one which provides excellent teaching and learning coupled with an enjoyable life style.

We are delighted that all of our courses have an excellent record in graduate employment and that students who study with us enter industries which are exciting and progressive, and allow them the opportunity to travel the world with a recognised European level qualification.

The Department of Tourism and Hospitality has wide ranging connections and links with professional industry bodies, Tourism and Hospitality firms and international Colleges, all of which contribute to superb work placement opportunities, scholarships and bursaries, and international study programmes and internships.

At the Department, each and every student who reaches the required standard in their course will be offered the opportunity to continue forward to higher level studies, and postgraduate qualifications.

We hope you will consider the Department of Tourism & Hospitality for your studies. Please do not hesitate to contact us if we can help with your career decision, if you need further information or advice on the most suitable course for you, or indeed if you would like to visit and view our Departments facilities.

We look forward to welcoming you to Cork, to CIT and to the Department of Tourism and Hospitality.

Dr Noel Murray
Head of Department
Tourism & Hospitality

All our courses are designed to be career focused ensuring each graduate is equipped with the necessary skills to maximise their employment potential.

CR 660 BBus (Honours) in Tourism Management	4
Potential Areas of Employment	
<ul style="list-style-type: none">• Tourism Development• Air, Cruise and Coach based Management• Tourism Promotion & Marketing• State Bodies involved in Tourism	
CR 041 BBus in Tourism Management	6
Potential Areas of Employment	
<ul style="list-style-type: none">• Tourism & Heritage Promotion and Development• Air, Cruise, and Coach based Travel• Visitor Attractions & Activity Centres• Tourist & Heritage Guiding and Information	
CR 042 BBus in Hospitality Management	8
Potential Areas of Employment	
<ul style="list-style-type: none">• Hotel and Restaurant Management• Reservations and Revenue Management• Conference and Event Management• Human Resources and Training	
CR 640 BBus in Culinary Arts	10
Potential Areas of Employment	
<ul style="list-style-type: none">• Hotels and Restaurants• Food Marketing & Product Development• Pastry & Confectionary• Training & Education	
CR 650 BBus in Beverage Industry Management	12
Potential Areas of Employment	
<ul style="list-style-type: none">• Bar Management• Bar Training & Education• Wine Retailing and Sommelier• Hotel, Restaurant, Catering Management	
CR 655 Higher Certificate in Arts in Culinary Studies	14
Potential Areas of Employment	
<ul style="list-style-type: none">• Hotels & Resorts• Fine-dining Restaurants• Gastro Pubs• Event Catering	
CR 657 Higher Certificate in Arts in Hospitality Studies	16
Potential Areas of Employment	
<ul style="list-style-type: none">• Hotels, Restaurants, Licenced Premises• Accommodation Providers• Catering and Events Companies• Specialist functions such as Reservations & HR	

Tourism Management (Honours)

CR 660 Level 8 Award

► Progression to Postgraduate Programmes

Application: CAO

Award Title: Bachelor of Business (Honours) in Tourism Management

Duration: 4 Years (8 Semesters)

Places: 30

Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 6 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
4	2	O6/H7	O6/H7

What is Tourism Management?

Tourism is a dynamic, global industry through which people experience the culture, heritage and environment of other countries, whether they are travelling for leisure, business or indeed adventure.

A wide variety of employment opportunities are available to specialists in the area of Tourism as it involves the management and operation of a vast range of businesses, which include airlines, hospitality providers, cruise and ferry operators, tour operators, visitor attractions, heritage centres, travel agencies, and destination management organisations.

Helpful Leaving Certificate Subjects

A European language, Geography, and Business subject(s).

Potential Areas of Employment

- Festival and event management
- Business Tourism
- Social media and E-tourism
- Tourism promotion and marketing
- Visitor attractions & activity management
- Destination management organisations

- Travel agencies and tour operations
- Marketing, Communications and Promotion
- Airport and Airlines

First Year at a Glance

- The principles and practice involved in the general business of Tourism
- The Irish Tourism Experience and what the visitor can enjoy
- Tourism Geography
- The basic conditions for managing a business operation, with an understanding of Economics
- Understanding the motivations and behaviour of the tourist/visitor
- Learn a European Language





About the Course

The Bachelor of Business (Honours) in Tourism Management provides students with the expertise and knowledge needed to become a successful manager or entrepreneur in this challenging and exciting industry. This course has a strong emphasis on the broad business, management and marketing subjects complemented with tourism specific modules. Learning is based around class delivered lectures, field trips, practical lab classes, guest speakers, and both group and individual project work.

CIT has an excellent reputation for working in partnership and consultation with the travel and tourism industry. The delivery of certain modules provides the student with the opportunity to engage actively with industry. In the past, projects have been conducted on behalf of Fota Wildlife Park, Kinsale Chamber of Tourism, Blackrock Castle, Spike Island Tourism Development Plan, Clonakilty Chamber of Commerce, Cork City Council, and Cork County Council.

Students have access to the wider Institute facilities such as an excellent library, IT facilities, sports and recreation facilities, and other student supports. Student facilities are offered in an environment where students have direct access to an experienced and qualified lecturing team.

Further Studies

For details, see www.cit.ie/th

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

Graduates have numerous opportunities in this dynamic and exciting tourism industry both nationally and internationally. The range of skills throughout the course includes marketing, management, human resources, language, social media, IT, communication, and customer services. These allow for the graduate to be flexible in terms of their employment prospects.

Many graduates progress to managerial positions in travel operations while others take an entrepreneurial role and run their own tourism related business. Other opportunities for employment include airlines, airport operations, travel agencies, government and semi-state organisations, sea carriers, resort representatives, coach tour operators, activity management, tourism environmental management, and local tourism development and promotions.

Contact Information

Dr Aisling Ward
Department of Tourism & Hospitality
T: 021 433 5846
E: aisling.ward@cit.ie

Question Time

Is there a placement as part of this course?

Yes, there is an opportunity for students to engage in placement as part of the course.

Is it essential to have studied a language before commencing the course?

Having a European language is very useful. In order to study French you must have successfully completed Leaving Certificate French and in order to study German you must have successfully completed Junior Certificate German. Spanish is taught from an introductory stage. It should be noted that studying a language is mandatory for year one of the course.

Are there opportunities to work outside the tourism industry?

The course provides the student with a broad range of business and entrepreneurial skills which are transferable to a wide range of service industries, such as finance, retail, education and IT in addition to general marketing and management businesses.

Are there opportunities to travel?

The nature of the tourism industry allows students to take up opportunities abroad and to travel and work overseas. Students are also provided with the opportunity to study for a semester abroad on an Erasmus or international programme in one of CIT's partner institutions.



Damien O'Driscoll

Area Sales/Office Manager

Damien O'Driscoll is the current Area Sales/Office Manager for South Ireland at Paddywagon Tours. Paddywagon Tours started in 1998 and since then has become renowned for the quality of its tours all over Ireland, welcoming a broad demographic of tourists to Ireland each year from 2 to 2,000 people! Damien graduated with a BBus (Honours) in Tourism (now retitled Tourism Management) and began his career with PaddyWagon Tours in 2014 as a Tour Sales Consultant, before moving on to take care of digital marketing, in advance of promotion to his current position.

Tourism Management

CR 041 Level 7 Award

- ▶ Progression to Level 8 Honours Degree and Postgraduate Programmes
- ▲ Higher Certificate Option

Application: CAO
Award Title: Bachelor of Business in Tourism Management
Duration: 3 Years (6 Semesters)
Places: 30
Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7	O6/H7

What is Tourism Management?

The global tourism sector is continuing to expand in all sectors, providing worldwide opportunities for enterprise and development across a wide range of activities and businesses including regional tourism development, tourism promotion and marketing, visitor and heritage attractions, conference and exhibitions, air, sea and land transport, and reservations and bookings; both agency and online. There are also the areas of holiday activity, entertainment, and the traditional hospitality providers of food and accommodation.

Tourism Management is a dynamic and competitive industry. It requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, entertainment and enjoyment are particularly the focus of all tourism businesses.

Helpful Leaving Certificate Subjects

A European language, Geography, and Business subject(s).

Potential Areas of Employment

- Tourism & Heritage Promotion and Development
- Air, Cruise, and Coach based Travel and Management
- Visitor Attractions & Activity Centres
- Tourism Promotion & Marketing
- State Bodies involved in Tourism
- Social Media and Marketing
- Marketing, Communications and Promotion
- Travel Agencies and Tour Operations

First Year at a Glance

- The principles and practice involved in the general business of Tourism
- The Irish Tourism Experience and what the visitor can enjoy
- Tourism Geography
- The basic conditions for managing a business operation, with an understanding of Economics
- Understanding the motivations and behaviour of the tourist/visitor
- Learn a European Language



About the Course

The Bachelor of Business in Tourism Management provides students with the expertise and knowledge needed to become a successful manager or entrepreneur in this challenging and exciting industry. This course has a strong emphasis on the broad business, management and marketing subjects complemented with tourism specific modules. Learning is based around class delivered lectures, field trips, practical lab classes, guest speakers, and both group and individual project work.

CIT has an excellent reputation for working in partnership and consultation with the travel and tourism industry. The delivery of certain modules provides the student with the opportunity to engage actively with industry. In the past, projects have been conducted on behalf of Fota Wildlife Park, Kinsale Chamber of Tourism, Blackrock Castle, Spike Island Tourism Development Plan, Clonakilty Chamber of Commerce, Cork City Council, and Cork County Council.

Students have access to the wider Institute facilities such as an excellent library, IT facilities, sports and recreation facilities, and other student supports. Student facilities are offered in an environment where students have direct access to an experienced and qualified lecturing team.

Further Studies

For details, see www.cit.ie/th

Suitably qualified graduates are eligible to apply for entry to Year 4 of

- > Bachelor of Business (Honours) in Tourism Management (Level 8)

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

Graduates have gained the necessary qualifications to enable them to work in a fast-moving, creative and challenging industry. These include planning, promotion, marketing and development of tourism business projects along with entrepreneurial tourism opportunities.

Other opportunities for employment include airlines, airport operations, travel agencies, government and semi-state organisations, sea carriers, resort representatives, coach tour operators, activity management, and in the area of local tourism development and promotions.

Contact Information

Dr Aisling Ward
Department of Tourism & Hospitality
T: 021 433 5846
E: aisling.ward@cit.ie

Question Time

Is it essential to study a language on this course?

Having a European language is very useful. In order to study French you must have successfully completed Leaving Certificate French and in order to study German you must have successfully completed Junior Certificate German. Spanish is taught from an introductory stage. It should be noted that studying a language is mandatory for year one of the course.

Are there opportunities to work outside the tourism industry?

The programme provides the student with a broad range of business and entrepreneurial skills which are transferable to a wide range of service industries, such as finance, education, retail, and IT in addition to general marketing and management businesses.

Is there a placement as part of this course?

Yes, there is an opportunity for students to engage in placement as part of the course

Are there opportunities to travel?

The nature of the tourism industry allows students to take up opportunities abroad and to travel and work overseas. Students are also provided with the opportunity to study for a semester abroad on an Erasmus or international programme in one of CIT's partner institutions.



Karen Buchanan

Tourism Entrepreneur

"I really benefited from my time at CIT and gained invaluable knowledge and experience. Overall, the standard of the lecturers was excellent; I admired their approach, experience, preparation and interest in their students. The adjustment of going from second level school to college was very easy at CIT.

Having worked in a Business Development role in a busy hotel after graduation, I set up my own business in 2016, involving Social Media management and training."

Hospitality Management

CR 042 Level 7 Award

- ▶ Progression to Level 8 Honours Degree and Postgraduate Programmes
- ▲ Higher Certificate Option

Application: CAO

Award Title: Bachelor of Business in Hospitality Management

Duration: 3 Years (6 Semesters)

Places: 32

Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7	O6/H7

What is Hospitality Management?

The term Hospitality Management refers to a range of occupations and professional practices associated with the management of areas such as hotels, resorts, restaurants, and other hospitality venues.

Strong practical content in the early years of study, along with our graduates broad range of knowledge, skills and competencies, have meant that they are a candidate of choice for a variety of organisations.

For graduates, there are opportunities to work either in Ireland or abroad and it is not uncommon for graduates in their twenties to hold senior positions in organisations.

Helpful Leaving Certificate Subjects

English, Mathematics, and Business subject(s).

Work Placement

- There is a mandatory work placement of a minimum of 12 weeks between Year 1 and Year 2.
- There is a 6 month Management Internship in Year 3.

Potential Areas of Employment

- Hotel, Restaurant, Catering and Licenced Premises Management
- Reservations and Revenue Management
- Conference and Event Management
- Human Resources and Training
- Hospitality Entrepreneur
- Marketing and Sales

First Year at a Glance

- Learn about the theory and practice of Food & Beverage Operations
- Learn about the theory and practice of the Rooms Division
- Using IT applications
- Explore the structures within the various hospitality businesses
- Managing the business of various hospitality premises such as hotels, restaurants and bars
- Building the personal skills and attributes to be an effective hospitality manager
- Industry placement



About the Course

The Institute boasts one of the finest Tourism and Hospitality buildings in Europe, with state-of-the-art facilities. Our courses combine practical elements of hospitality management with key management skills, knowledge and competencies, in a multicultural classroom environment, providing graduates with the best possible foundation for a future career. Modern Demonstration and Production Kitchens, IT and Front Office Laboratories, a Demonstration Theatre, Training Restaurants and Bar, and well equipped classrooms are all features of the Tourism and Hospitality Building at CIT. In addition, students have easy access to the wider Institute facilities such as an excellent Library, IT facilities, sports and recreation facilities, and other student supports.

Administration and support facilities are offered in an environment where students have direct access to an experienced and qualified lecturing team.

Formal lectures, tutorials, individual and team project work, guest speakers, industry visits and field trips are all an integral part of the course. A range of elective modules are available so that students can pursue particular topics which interest them.

Work Placement is an important part of the Bachelor of Business in Hospitality Management and this allows the student to experience hospitality organisations at various grades in Ireland and gives them opportunities to travel abroad for their 3rd year work placement. Cork boasts one of the largest variety of hospitality organisations in the country, allowing students to study in a vibrant city with a strong culture of hospitality. Students who take the opportunity to travel abroad for work placement experience a greater international awareness, and develop the ability to effectively communicate in the global hospitality environment.

Accreditation

Graduates are eligible to become members of the Irish Hospitality Institute.

Further Studies

For details, see www.cit.ie/th

Suitably qualified graduates are eligible to continue onto the one year add-on Bachelor of Business (Honours) in Hospitality Management (Level 8).

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

Graduates will specialise in areas of the hospitality business such as Food & Beverage Management, Conference & Banqueting Management or Rooms Division Management. Opportunities may also be available in Sales & Marketing, Human Resource Management, Training & Development, Event Management or Financial Control. Graduates will aspire to senior General Management positions or become involved in entrepreneurial activities and may start their own business.

Contact Information

Roisín Clancy
Department of Tourism & Hospitality
T: 021 433 5820
E: hospitality@cit.ie

Question Time

What are the facilities like for this course in CIT?

The facilities at the Department of Tourism & Hospitality are of the highest European standard. The Department operates to the highest levels of industry recognised Hygiene and Environmental management requirements.

What are the duties of a Hotel Manager?

Hotel Managers combine the role of the business host with the technical skills, including the provision of high quality Food, Beverage and Accommodation standards along with the skills of successful business management including financial, marketing, human resource and operational skills.

What other careers could I work in?

Hospitality Managers work across a wide range of businesses in the sector to include many and varied types of hotels, restaurants and resorts and equally can work in areas such as cruise line operations or indeed start their own business within the sector. There is a wide range of sector specific support businesses for which Hotel Management provides the ideal background and these can include food & beverage suppliers, equipment suppliers, training specialists, hospitality centred IT companies, and many others.



Séamus Crotty

General Manager

While studying Hospitality Management at CIT, Séamus completed his first year work placement in Hayfield Manor, Cork's only 5 Star hotel, before moving on to work in the Park Hotel Kenmare for celebrity hotelier Francis Brennan.

Séamus returned to work in Hayfield Manor for 5 years as Deputy General Manager, and also completed a Masters in Strategic Management & Planning at the Smurfit Business School. He is currently the General Manager of the award winning Sheen Falls Lodge in Kenmare.

Culinary Arts

CR 640 Level 7 Award

► Progression to Level 8 Honours Degrees and Postgraduate Programmes

Application: CAO

Award Title: Bachelor of Business in Culinary Arts

Duration: 3 Years (6 Semesters)

Places: 32

Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7	O6/H7

What is Culinary Arts?

It is the study of food and wine and its impact on our society and way of life. The Culinary Arts make a significant contribution to the worldwide hospitality and tourism industries. Practitioners in this area include restaurateurs, chefs, food critics, food journalists, and educationalists. Many become entrepreneurs in their own right setting up their own business in the food industry.

Culinary Arts combines a high level of technical skills, creativity and flair with a modern, technical, scientific, academic, and business approach.

Helpful Leaving Certificate Subjects

English, Mathematics, Home Economics, and Business subject(s).

Work Placement

There is a mandatory work placement over the entire summer at the end of Year 1.

Potential Areas of Employment

- Hotels and Restaurants
- Food Marketing & Product Development
- Pastry & Confectionary
- Training & Education
- Food Writing & Styling
- Culinary Manager in the Industrial Sector

First Year at a Glance

- Culinary Operations, Larder and International Cuisine
- The importance of Food Safety Principles
- Introduction to Information Technology (IT)
- Learn about kitchen design and sustainability
- A knowledge of business calculations in the hospitality sector
- Develop the skills to manage catering and culinary businesses
- Build the skills and knowledge to manage the 'front of house' side of restaurants
- Learning about food and the food developed in various cultures
- Industry placement



About the Course

The key aim is to develop a well-educated graduate with the ability to learn and adapt to meet new challenges in both their education and professional development. We have a strong emphasis on student centred learning, using methods which include formal lectures, tutorials, visiting lecturers, site visits, and both individual and team project work.

Students study modules such as Culinary Arts Principles, Larder & International Cuisine, Food Safety, Creativity, IT, Management, Kitchen Design, Wine Appreciation, Operations and Business subjects.

The work placement is an intrinsic part of the Bachelor of Business in Culinary Arts in terms of developing the students understanding of the organisation and its procedures, as it gives experience in a real-life setting. It is supported by a Tourism & Hospitality Department staff member, who works with a workplace mentor, to ensure that each student achieves their maximum potential.

The Tourism and Hospitality building is one of the foremost in the country and includes modern Demonstration and Production Kitchens, IT Laboratories, a Demonstration Theatre, Training Restaurants, Training Bar and fully equipped classrooms. In addition, students have easy access to the wider Institute facilities such as an excellent Library, IT facilities, sports and recreation facilities, and other student supports including a wide array of student clubs and societies.

In the past, students under the guidance of an experienced academic staff member, have won such prestigious titles such as the "Knorr Chef of the Year", TV3's "Head Chef", and the "Dunhill Cuisine Award for Best Commercial Food Product". With their Tutors' guidance, students also regularly compete in competitions such as AEHT, CATEX and Eurotoque and have successfully won prizes in all of these competitions.

Further Studies

For details see www.cit.ie/th

Suitably qualified graduates are eligible to apply for entry to the one year add-on

> Bachelor of Business (Honours) in Culinary Entrepreneurship (Level 8)

or

> Bachelor of Business (Honours) in Hospitality Management (Level 8)

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

Graduates work in a range of diverse organisations of the food sector, ranging from Senior Chefs in 5 Star Hotels, gourmet restaurants, stylish bistros to catering and events companies and food product companies, along with food education. Many graduates go on to establish their own business. A Culinary Arts Degree provides a wide array of opportunities to work in other countries in both culinary and food related fields.

Contact Information

Catherine O'Mahony
Department of Tourism & Hospitality
T: 021 433 5842
E: catherine.omahony@cit.ie

Question Time

What is the difference between Culinary Arts and Culinary Studies?

Culinary Arts provides a broad range of learning which combines the skills of business management with the skills of culinary activity. This provides an ideal combination of skills for the successful operation of many food related business enterprises.

Culinary Studies is a course more specifically designed for those who aspire to be Chefs and it therefore focuses on the key skills required by Chefs at all kitchen levels, in larger or smaller operations.

Is it possible to open your own business with this qualification?

Quite a number of graduates have opened their own businesses such as restaurants or food service companies, or have gone on to develop and produce a food product for retail sales.



Sarah Healy

Area Sales Representative

"I completed the BBus in Culinary Arts in 2013, which was extremely educational and enjoyable at the same time. I always loved cooking and enjoyed being a chef. However, I was very interested in food sales and that's why I applied for La Rousse Foods with whom I now work. The BBus in Culinary Arts can lead to so many different career opportunities and is definitely an excellent course to do."

Beverage Industry Management

CR 650 Level 7 Award

► Progression to Level 8 Honours Degree and Postgraduate Programmes

Application: CAO
Award Title: Bachelor of Business in Beverage Industry Management
Duration: 3 Years (6 Semesters)
Places: 25
Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7	O6/H7

What is Beverage Industry Management?

Beverage Industry Management is a challenging and rewarding job. There are excellent opportunities for graduates across a wide range of businesses including bars, clubs, hotels, restaurants and with trade suppliers. A Beverage Industry Management qualification also gives the graduate opportunities to travel and experience diverse cultures.

The area is constantly evolving to meet new trends and customer needs and the graduate will have the opportunity to experience these changes and hopefully to contribute towards developing new and exciting concepts in bars and entertainment.

Recent changes in the industry have led to the development of modules in brewing and distillation with separate certification from the Institute of Brewing and Distilling.

Helpful Leaving Certificate Subjects

English, Mathematics, and Business subject(s).

Work Placement

There is a mandatory work placement element throughout the first year of the programme.

Potential Areas of Employment

- Bar Management
- Bar Training & Education
- Wine Retailing and Sommelier
- Hotel, Restaurant, Catering Management
- Stock Control
- Club Management
- Entrepreneurship/Bar Business Ownership
- Brewing Industry
- Distilleries

First Year at a Glance

- The theory and practice of Bar Operations and associated legislation
- Learn about food preparation and service as suitable for licensed premises
- Introduction to IT
- Wine Appreciation and its service
- Learn about the business side of pubs and other licensed premises
- Develop the personal skills and attributes to manage effectively



About the Course

The Bachelor of Business in Beverage Industry Management course develops student's knowledge of the concepts and processes that are essential for sound managerial practice in the area, along with imparting the operational skills in areas such as drinks service and stylish food preparation and service.

The work placement is a core aspect of the course and allows the student the opportunity to apply the knowledge, insight and skills gained in class to the workplace under the guidance of an experienced industry professional and is supported by the Tourism & Hospitality Department.

The course is taught in a modern building, which is one of the finest Tourism and Hospitality buildings in Europe and includes a stylish Training Bar, a Demonstration Theatre, Training Restaurants, IT Labs and well equipped classrooms. In addition, students have easy access to the wider Institute facilities such as an excellent Library, IT facilities, sports and recreation facilities, and other student supports including a wide array of clubs and societies to suit every student's interests and tastes.

Strong practical content in early years of study, along with our graduates broad range of knowledge, skills and competencies, have meant that they are a candidate of choice for a variety of organisations and many have gone on to become entrepreneurs, owning their own successful business.

Further Studies

For details, see www.cit.ie/th

Suitably qualified graduates are eligible to apply for entry to the one year add-on:

- > Bachelor of Business (Honours) in Hospitality Management (Level 8)

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

Graduates will find that there are opportunities to use their knowledge both in Ireland and abroad. This Degree offers students the opportunity to acquire appropriate managerial skills and techniques that will enable them to be effective and efficient in Beverage Industry Management and related areas such as retail and the food and entertainment industries.

Contact Information

Gail Cotter
Department of Tourism & Hospitality
T: 021 433 5835
E: gail.cotter@cit.ie

Question Time

What are the facilities like for this course in CIT?

The facilities for this course are contained in the Department of Tourism & Hospitality Building which is of the highest European standards. The Department contains a stylish Training Bar, Training Restaurants, IT Labs and modern classrooms. The greater campus area boasts excellent sports, recreation and student support facilities.

The Brewing and Distillation modules will be delivered in the Faculty of Engineering and Science (also located at CIT Bishopstown Campus).

What level of Business is incorporated into the course?

The course blends the skills of Business Management approximately 50/50 with the skills and knowledge needed for Beverage Industry Management. Business skills attained during the course complement career options and improve the future prospects of graduates.

Should I have experience in bar work in advance of applying for this course?

Some experience in the licenced trade is an ideal preparation for undertaking a career in Beverage Industry Management, however, this is not a requirement for entry to this course.



Roisín O'Sullivan

General Manager

"I can't believe how I fitted into college life so well almost immediately and loved my time there. During my time on this course, I participated in the 'Masters Apprentice', an RTE TV Show, which was a wonderful medium to showcase the skills which I had learned.

Following graduation, my career progressed quickly and I was only 21 when I achieved my first management role. I found that I had all of the practical training and business skills necessary to succeed in this. I am now the General Manager of what is one of the most progressive venues in Cork City. I am also a Brand Ambassador for a large drinks supplier and through this role I am involved in training bar staff on a range of products."

Culinary Studies

CR 655 Level 6 Award

► Progression to Degrees, Honours Degrees and Postgraduate Programmes

Application: CAO

Award Title: Higher Certificate in Arts in Culinary Studies

Duration: 2 Years (4 Semesters)

Places: 64

Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7 or F2 (Note 1)	O6/H7

Note 1: The requirement for O6/H7 Mathematics may also be satisfied by Grade F2 or higher in Foundation Level Mathematics.

Note 2: Holders of all FETAC (now QQI) Level 5 awards may apply through the CAO. Quality and Qualifications Ireland (QQI) operates within the National Framework of Qualifications (NFQ), and has awards (formerly FETAC awards) placed at Level 5 (Certificate) or Level 6 (Advanced Certificate) of the Framework.

Special Category Applications

Mature Students (23 years by the 1st January on year of entry to the course) and holders of the Leaving Certificate Applied with one year's relevant industrial experience may apply as Special Category Applicants through the CAO. They may be required to undertake an Institute interview.

What is Culinary Studies?

Culinary Studies is a course designed to meet the needs of students who wish to pursue careers as Professional Chefs. Graduates go on to take up positions in hotels, restaurants, catering and events, along with many who set up their own businesses such as bistros, café-delicatessens, stylish cafes and restaurants.

Helpful Leaving Certificate Subjects

English, Mathematics, Business subject(s), and Home Economics.

Work Placement

There is a formal structured work placement over the summer at the end of Year 1.

First Year at a Glance

- Practical Classical Cookery techniques including fishmongery and pastry
- Dish development in a nutritional context
- Cost control as it relates to the kitchen
- Develop practical restaurant skills
- Build the full range of skills needed to become a chef
- Learn about the background of food and service of food and the different food environments
- Understand the skills of managing the business of catering
- Industry placement



Potential Areas of Employment

- Hotels ranging from 5 Star Resorts through to smaller family-run hotels
- Fine-dining Restaurants, local Speciality Restaurants, Bistros
- Catering Companies
- Event Catering
- Gastro Pubs and café-delicatessens

About the Course

The Higher Certificate in Arts in Culinary Studies is mainly practical in nature and is supported by theory subjects relating to the world of cookery. Approximately 70% of the class time is spent in practical classes and kitchens covering subjects such as cookery techniques, classical and traditional cookery, along with specialist cookery from the Mediterranean, the Orient and other interesting world foods. Pastry, Larder, Confectionery and Buffet Work are also explored.

Along with practical classes, formal lectures, guest lectures, site visits, and group projects are also used to ensure students receive a fully rounded study environment. The formal, paid work placement allows the student to put into practice the skills which they have learned while in college and students are awarded academic marks for this important component of their course.

The Tourism and Hospitality buildings are of a leading standard and include modern Demonstration and Production Kitchens, IT Laboratories, a Demonstration Theatre, Training Restaurants, a Training Bar, and well equipped classrooms. In addition students have easy access to the wider Institute facilities such as an excellent Library, IT facilities, and sports and recreation facilities.

Administration and support facilities are offered in an environment where students have direct access to an experienced and qualified lecturing team. Students have participated and succeeded in the "Knorr Chef of the Year", TV3's "Head Chef" and the "Dunhill Cuisine Award for Best Commercial Food Product", along with the annual AEHT, Eurotoque, and CATEX competitions.

Further Studies

For details, see www.cit.ie/th

Suitably qualified graduates can progress to:

- > Year 2 of the Bachelor of Business in Culinary Arts (Level 7)

- or
- > Bachelor of Arts in Culinary Arts (National Chef de Partie Apprenticeship: 4 Years (8 Semesters). Delivery is based on a 13 week semester with 2 days in college in Years 1 & 2 and 1 day in college in Years 3 & 4.

and subsequently progress to the one year add-on

- > Bachelor of Business (Honours) in Culinary Entrepreneurship (Level 8)

or

- > Bachelor of Business (Honours) in Hospitality Management (Level 8)

Career Opportunities

Students will graduate as professional Chefs, equipped to embark on exciting careers which will allow them to develop their skills further and to travel extensively if desired.

Our graduates hold exciting positions as Head Chefs and Executive Chefs in a wide variety of hotels, restaurants and other food operations. Artisan food production, food product development, health care, food journalism and large scale catering facilities all offer opportunities to graduates for employment. Other graduates have gone on to set up their own successful businesses.

Contact Information

John Hartnett
 Department of Tourism & Hospitality
 T: 021 433 5851
 E: john.hartnett@cit.ie

Question Time

What is the difference between Culinary Arts and Culinary Studies?

Culinary Studies is the course designed for students who aspire to become a professional chef and it focuses on the key skills required by chefs in all kitchen types, whether a large upmarket hotel kitchen or a smaller specialist restaurant operation.

Culinary Arts provides a broad range of learning which combines the skills of business management with the skills of culinary activity. This provides an ideal combination of skills for the successful operation of many food related business enterprises.



Robert Hales

Restaurant Proprietor

Having graduated from CIT, Robert worked in large hotels in Cork and London, but always had a burning ambition to own his own business. He opened his first restaurant, Amicus, in Cork and quickly went on to establish three further restaurant businesses in the Cork area, Restaurant 14A, La Lavanda, and the Douglas Tea Room.

Robert's advice to aspiring chefs is to "work hard while studying at CIT, always think positively, plan your career path and set achievable goals for yourself".

Hospitality Studies

CR 657 Level 6 Award

► Progression to Level 7 Degrees and Level 8 Honours Degree

Application: CAO
Award Title: Higher Certificate in Arts in Hospitality Studies
Duration: 2 Years (4 Semesters)
Places: 25
Location: Bishopstown Campus



Admission

For admission to a programme, standard applicants must

- score the necessary CAO points and
- meet the minimum entry requirements

Entry
2020

Minimum Entry Requirements

Leaving Certificate in 5 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
5	0	O6/H7 or F2 (Note 1)	O6/H7

Note 1: The requirement for O6/H7 Mathematics may also be satisfied by Grade F2 or higher in Foundation Level Mathematics.

Note 2: Holders of all FETAC (now QQI) Level 5 awards may apply through the CAO. Quality and Qualifications Ireland (QQI) operates within the National Framework of Qualifications (NFQ), and has awards (formerly FETAC awards) placed at Level 5 (Certificate) or Level 6 (Advanced Certificate) of the Framework.

Special Category Applications

Mature Students (23 years by the 1st January on year of entry to the course) and holders of the Leaving Certificate Applied with one year's relevant industrial experience may apply as Special Category Applicants through the CAO. They may be required to undertake an Institute interview.

What is Hospitality Studies?

Hospitality Studies is a broad programme of learning which provides an introduction to all of the operations areas in the hospitality sector. Students get an opportunity to study and practice the areas of restaurant service, bar service operations, front office, rooms division, accommodation, event organisation, introduction to culinary skills, along with a range of business subjects.

The combination of practical skills and theoretical subjects gives the student the opportunity to identify their area of preference in the sector and to subsequently develop a valuable career in their chosen field.

Helpful Leaving Certificate Subjects

English, Mathematics, Business subject(s), and a European Language.

Work Placement

There is a formal structured work placement over the summer at the end of Year 1.

First Year at a Glance

The course will introduce all Front of House areas in hotels, restaurants and bars

- Gain a knowledge of running the business of hospitality
- Develop your own personal skills and attributes for effective Hospitality Operations
- The theory and practice of Bar Operations and service
- The theory and practice of Food Operations
- Communications for hospitality
- Restaurant service skills
- Industry placement



Potential Areas of Employment

- Hotels, Restaurants, Licenced Premises
- Accommodation Providers
- Catering and Events Companies
- Specialist functions such as Reservations, Training and Human Resources

About the Course

The Higher Certificate in Arts in Hospitality Studies is designed to meet the skills requirements of students who wish to pursue careers within the hospitality sector. Graduates typically work in contact with the customer in hotels, restaurants or bar operations or associated areas such as conferences and events. The strong element of practical learning involved in this course is appealing to many candidates.

Practical classes, formal lectures, guest lectures, site visits and group projects are all used to ensure students receive a fully rounded study environment. A formal work placement allows the student to put into practice the skills which they have learned while in college, under the guidance of an experienced hospitality professional, and students are awarded academic marks for this important component of their course.

The Tourism and Hospitality buildings are of the best modern standard and include modern Demonstration and Production Kitchens, IT Laboratories, a Demonstration Theatre, Training Restaurants, a Training Bar, Training Reception and fully equipped classrooms. In addition students have easy access to the wider Institute facilities such as an excellent Library, IT facilities, sports and recreation facilities and other student supports; such as a large range of student clubs and societies.

Administration and support facilities are offered in an environment where students have direct access to an experienced and qualified lecturing team.

Further Studies

For details, see www.cit.ie/th

Suitably qualified graduates can progress to:

- > Year 2 of the Bachelor of Business in Hospitality Management (Level 7)
 - or
 - > Year 2 of the Bachelor of Business in Beverage Industry Management (Level 7)
- and subsequently progress to the one year add-on
- > Bachelor of Business (Honours) in Hospitality Management (Level 8)

Honours Degree holders who achieve the specified level of academic performance are eligible to apply for a postgraduate course of study, both at CIT and at other third level colleges in Ireland and abroad.

Career Opportunities

For the student who is prepared to work hard and who brings flair and passion to hospitality, the opportunities are endless. Hotels, restaurants, bars, events and work place catering are all areas which are an ideal career choice for graduates. Many of our graduates travel overseas to gain experience and to enhance their skills or go on to embark on further studies in the area of hospitality.

Contact Information

Joe O'Donovan
 Department of Tourism & Hospitality
 T: 021 433 5841
 E: joe.odonovan@cit.ie

Question Time

What is the difference between Hospitality Studies and Hospitality Management?

Hospitality Studies focuses on the day-to-day operations within the hospitality sector, where positions require a hands-on customer centred focus.

Hospitality Management focuses on the successful operation and profitable management of the overall business and its resources.

What are the facilities like for this course in CIT?

The facilities in the Department of Tourism and Hospitality are of the highest European standard. The Building is run with the leading standards relating to both hygiene and the environment in mind at all times.

The Department is located within its own building on the campus and provides excellent facilities to enhance student learning including a range of Kitchens, Classrooms, Labs and other training facilities.

The work placement sounds exciting. Is it based in Ireland or can you be placed abroad?

The work placement takes place in a quality hospitality establishment in Ireland and it is supported by a Department of Tourism & Hospitality staff member together with a workplace mentor. However, on qualification, graduates possess a skillset which they can use to gain employment in many different roles abroad.



Sinéad McCarthy

General Manager

"This course gave me the opportunity to gain valuable work experience in a Killarney hotel and, in turn, I decided to pursue hotel management specifically. I was confident in my choice having had the chance to study various aspects of the industry. I went on to complete a degree in business studies and hotel management, and I began work as a Trainee Manager at The Clarion Hotel in Cork. Within two years I had progressed to conference and banqueting manager. I am currently the General Manager of the Brehon Hotel in Killarney. The Higher Certificate in Hospitality Studies provided me with the foundations to pursue a worthwhile and rewarding career."



*As a graduate of the
**Department of Tourism
& Hospitality** at the Cork
Institute of Technology, I
would highly recommend the
Department.*

This is where I developed my passion for food and my love for the hospitality industry. It also provided me with a doorway to a larger family within the hospitality business.

I went on placement to wonderful hotel properties which helped me explore both my creativity and my innovative style. I am always proud of where I have come from and I always look forward with passion. I return regularly to the Department to speak with students about the exciting industry which they are entering, the entrepreneurial path they can take and to share some of my thoughts with them in an inspirational way.

Picasso once said all children are born artists, but just a few hold on to it into adulthood. Creativity to me is as important a subject as literacy. I have a close attachment with CIT and she with me. I always try to put emotion into my events, so not only do my guests see and hear amazing things; they feel the emotion of the occasion. This is a common thread we all share and it's the secret to success.

Still today, some of my best friends are those I met while a student. I even found my wife Eadaoin while in CIT, as she was a fellow student on the course!

I hope that students find their path also begins, where mine began!

Peter Kelly
AKA Franc
RTÉ's Say Yes to the Dress
Weddings by Franc

Franc

Award Winning Students



Professional Cookery student Shane Deane was crowned Best Student Chef in Ireland.



BA Culinary Arts student Lisa O'Brien, winner of the International Media Award from the Association du Mondial Des Arts Sucres held in Paris.



BA in Culinary Arts student Claire O'Connor scooped a silver medal in the European Association of Hotel & Tourism Schools Competitions which were held in Macedonia.



BBus in Bar Management student Patrick Curran, winner of the 'National Hospitality Student Cocktail Challenge'.



BBus in Culinary Arts student Jack O'Keeffe, winner of the 'Knorr Young Chef of the Year'; the 'Food Forum Trainee Chef of the Year'; and 'Euro-toque Young Chef of the Year' finalist.



CIT Culinary student Danay Berhane and his cooking partner Vincent Bigioni from the Institut Paul Bocuse, France, win 1st place in the finale of Dairy Chef which was held in Paris. The competition was organised in partnership between the French Embassy in Dublin, the Higher Education Authority, the National Dairy Council, and the French Dairy Council.



Culinary Skills student, Nigel Cotter, wins the 2nd Market Lane Culinary Scholarship. Nigel will use the bursary to progress to the National Chef De Partie Apprenticeship Programme at CIT.



BBus in Culinary Arts student Maureen O'Regan, winner of the Dunhill Cuisine Award for Best Commercial Food Product at the National Third Level Student Food Innovation Awards.

Department of

Tourism & Hospitality



CAO Courses

- BBus (Honours) in Tourism Management
- BBus in Tourism Management
- BBus in Hospitality Management
- BBus in Culinary Arts
- BBus in Beverage Industry Management
- Higher Certificate in Arts in Culinary Studies
- Higher Certificate in Arts in Hospitality Studies

Follow on Honours Degrees

- BBus (Honours) in Hospitality Management
- BBus (Honours) in Culinary Entrepreneurship

Professional Development Programmes

- Bachelor of Arts (Honours) in Culinary Arts
– National Sous Chef Apprenticeship
- Bachelor of Arts in Culinary Arts
– National Chef de Partie Apprenticeship
- Certificate in Culinary Skills
- Gourmet Culinary Techniques
- Bakery, Breads & Pastry
- Pastry, Tarts & Gateaux
- Professional Bar Operations
- The Art of Mixology
- Food Photography
- Management Principles for Services

Enquiries

E: hospitality@cit.ie

T: 021 4335820

www.cit.ie/th

