

## Your Bar Management Degree...What Next?

Bar 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 Bar 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.

The Bachelor of Business in Bar 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.

### What skills have I gained from my degree?

<ul style="list-style-type: none"> <li>Excellent <b>customer service</b> and customer relationship management skills. Well-developed <b>communication and interpersonal</b> skills.</li> </ul>
<ul style="list-style-type: none"> <li><b>Problem-solving</b> with an ability to <b>identify innovative</b> and <b>creative solutions</b> to situations while working in present time pressurised environments.</li> </ul>
<ul style="list-style-type: none"> <li>Ability to work, <b>organise, delegate</b> and <b>collaborate</b> as part of a <b>team</b>.</li> </ul>
<ul style="list-style-type: none"> <li>Good <b>leadership</b> and delegation skills as well as being able to work on your own <b>initiative</b>.</li> </ul>
<ul style="list-style-type: none"> <li>Ability to organise and <b>manage standards of service</b>, profitability, staff, and <b>market</b> and <b>promote</b> an operation.</li> </ul>
<ul style="list-style-type: none"> <li>Possess a <b>detailed knowledge of the provision of hospitality services and standards</b>.</li> </ul>
<ul style="list-style-type: none"> <li>Source, <b>research, evaluate</b> and <b>analyse</b> information relevant to the Hospitality business. Identify and apply solutions to business problems and be able to identify opportunities.</li> </ul>
<ul style="list-style-type: none"> <li><b>Marketing, human resource skills, management</b> and <b>organisational skills</b>, both specifically to the Hospitality environment and <b>transferable to multiple environments</b>.</li> </ul>
<ul style="list-style-type: none"> <li>Be able to function effectively at departmental and Assistant Manager level, working on own initiative and as part of the management team.</li> </ul>
<ul style="list-style-type: none"> <li><b>Technical skills</b>, good with your hands, practical, willing to get involved.</li> </ul>
<ul style="list-style-type: none"> <li><b>Creativity and flair</b>, try out new ideas &amp; different concepts.</li> </ul>

## What can I do with my Bar Management degree?

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

Graduates will find that there are opportunities to use their knowledge both in Ireland and abroad.

The Bar Management Degree offers students the opportunity to acquire appropriate managerial skills and techniques that will enable them to be effective and efficient in Bar Management and related areas such as retail and the food and entertainment industries.

It is surely beyond dispute that *public houses* have long been central to Irish sociality, and despite recent difficulties in the industry they have managed to hold on to this position. This is because a good pub offers more than a selection beers and spirits; it offers a neutral, informal, and welcoming environment where we can interact with friends and strangers alike.

However, pubs are still confronted by many challenges, chief among which is the competition they face from off-licenses and supermarkets who can sell drinks at far more affordable prices. As an upshot of this, prudent pub management has become more of a necessity than ever before. Managers need to be switched on and involved at every level of running an establishment – from front-of-house duties to stock control, from marketing and events to staff recruitment and training. It is a role that requires versatility, strong leadership skills, and a healthy work ethos. Having a friendly, customer-focused demeanour would no doubt go a long way too.

It should almost be taken for granted that bar management is not an easy job – it comes with plenty of responsibilities, such as maintaining hygienic standards, enforcing health and safety regulations, managing accounts and manpower, creating a pleasant working environment and, above all else, keeping the customer happy. Bar managers will be expected to work long, unsociable hours and, due to the hectic nature of the job, they will need to be in possession of a large store of energy and enthusiasm.

However, it is also a job that will bring you into contact with all kinds of interesting folk and it will almost certainly keep you on your toes by throwing up a variety of new and unexpected challenges at every turn. Depending on your level of experience, you may choose what kind of work environment you'd prefer to be in – from sleepy rural taverns to beat-thumping party extravaganzas to sun-baked cocktail bars on foreign shores. The versatility that good bar managers must have also affords them a choice of several career paths – some may end up in catering or in marketing, while others may look at someday setting up a business of their own.

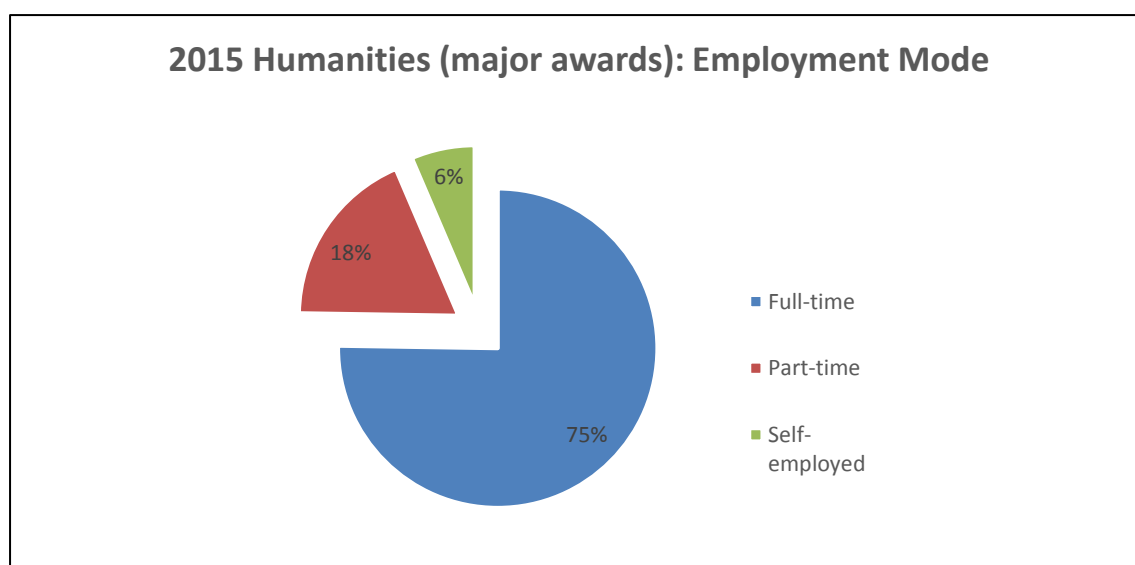
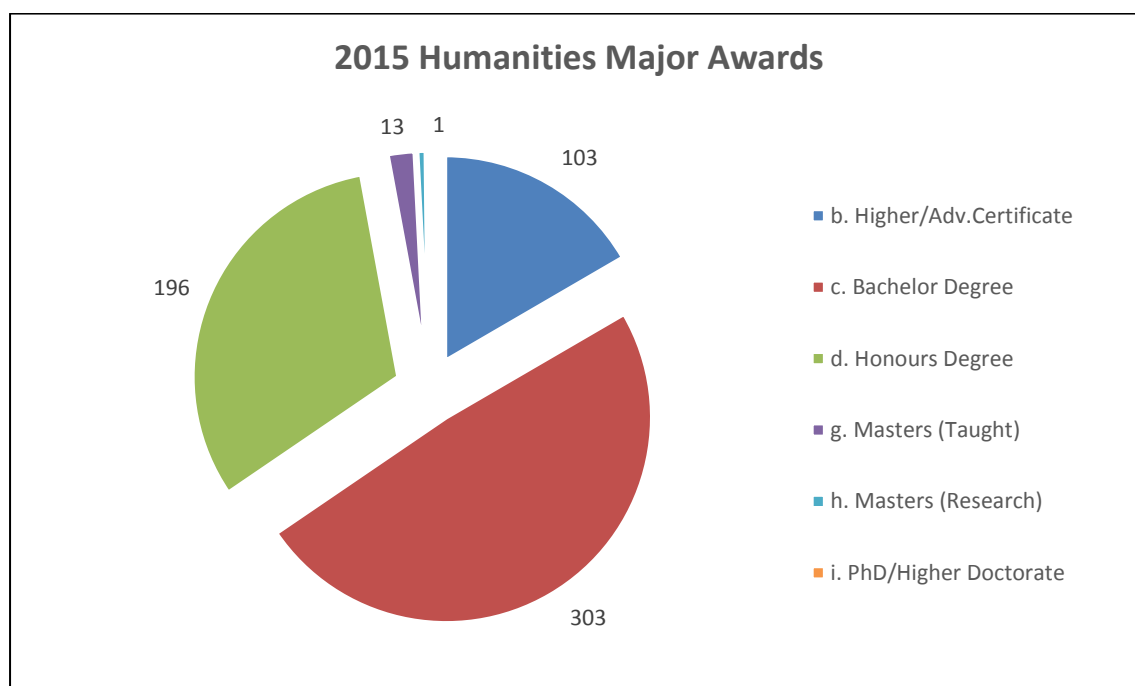
A degree in Bar Management gives you an in-depth understanding of the structure and operation of the hospitality industry and its related sectors. A common thread is a focus on identifying, understanding and responding to the needs of consumers, so as to provide an excellent customer experience.

You also develop many other general skills sought by a range of employers. These include:

- **analytical, critical and problem-solving skills**, developed through researching, evaluating and presenting arguments and data;
- **IT skills** to collect, analyse and present information in spreadsheets and databases;
- **written communication skills**, gained from report and essay writing;
- **negotiation and teamwork skills**, developed through working both independently
- **leadership and delegation skills**, gained through group work.

Bar Management is a social business so you need to be friendly, outgoing and have good networking skills.

### What are Bar Management graduates of 2015 doing?



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### **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

### **The Hotel, Restaurant & Food/Beverage Services**

The Food and Beverage sector covers all types of establishments supplying food and drinks from restaurants and pubs to clubs and venues. Careers in these areas are available in hotels, B&B's Guesthouses, Hostels, Campsites and Holiday Villages, and tourist amenity sites all over Ireland.

This sector attracts graduates who like to work with people, creating and serving meals, making cocktails, designing menus, etc... You will need excellent social skills as people are working closely with each other and with the public.

### **Managerial Roles**

Responsibilities for managers include planning shifts, overseeing standards of food & drink, implementing health and safety procedures, and maintaining good service. In smaller, independent bars, jobs will usually involve a combination of many different roles and responsibilities. Large chains often have more specialised staff, and tasks such as recruitment and financial management are generally carried out by professionals in those areas rather than by bar managers.

### **Further & Post Graduate Study**

Opportunities to specialise and up-skill.

Some graduates may choose to further study and may go on to do a Level 8 Business or Hospitality Management honours Level 8 Degree.

Following which, gaining a postgraduate qualification brings many benefits. It equips you with more specialised knowledge and skills and can enable you to avail of a wider range of career opportunities.

Some graduates may choose to complete

*Masters in Management/Business Management/Marketing and Management*

*There is also a wide range of “conversion” postgraduate Diploma and Masters Courses are also an option, enabling you to “convert” to a different career sector.*

**Useful websites:**

You can search [www.qualifax.ie](http://www.qualifax.ie) course database for conversion post graduate courses.

Also go to, [www.postgradireland.com](http://www.postgradireland.com) .

For further information, go to the ‘Further/Postgraduate Study’ link on the Students page of our website; <http://www.mycit.ie/careers>.

**Useful sources of Information**

A wide range of relevant information on current trends, issues, training, advice, guidelines also has a careers and internships page

<http://www.failteireland.ie/In-Your-Sector.aspx>

[www.hospitality.ie](http://www.hospitality.ie)

[www.ihl.ie](http://www.ihl.ie) Irish Hospitality Institute

**Employment opportunities**

[www.hotelandcateringjobs.ie](http://www.hotelandcateringjobs.ie) (Recruitment agency for hospitality and catering sector)

<http://servisource.ie/hospitality-catering-jobs/> (Recruitment agency for catering industry)

[www.hoteljobs.ie](http://www.hoteljobs.ie) (Recruitment agency for Hotels & Catering jobs)

[www.actionrecruitment.ie](http://www.actionrecruitment.ie) (Recruitment agency for Hospitality sector)

[www.thefirm.ie](http://www.thefirm.ie) (Recruitment agency for Hotel & Catering)

[www.noelgroup.ie](http://www.noelgroup.ie) (recruitment agency check hospitality sector)

[www.irishjobs.ie](http://www.irishjobs.ie) (various sectors)

**Tips:**

- Check the jobs page on CIT’s Careers & Employability Service website;  
<http://www.mycit.ie/careers>.
- If you are unsure about what direction to take after your degree, the gradireland Careers Report is a useful tool for matching your personal information and preferences to potential careers. Log on and register at [www.gradireland.com](http://www.gradireland.com) to use the report.