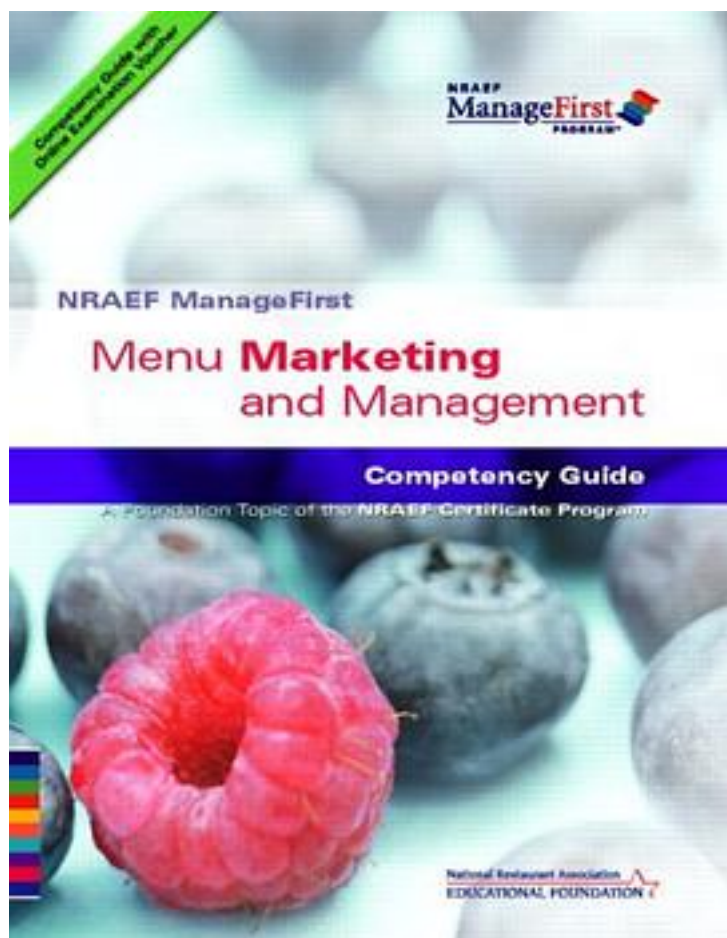# ManageFirst

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Appropriate for Menu Marketing and Menu Management courses within Culinary Arts and Hospitality Management departments. NEW! Exam Prep Guides for The ManageFirst Program - An exam prep guide is available for each one of the ten

ManageFirst titles. Contents Include: * Test taking strategies * Practice exam questions written to the NRAEF test item writing guidelines * Explanations for answers with remediation to the competency guides * Glossary of key terms A brief competency guide which is focused on Menu Marketing and Management. Designed to support a core textbook and provide students with marketable management skills for a career within the Culinary Arts and Foodservice industry. Introducing the ManageFirst ProgramTM from the National Restaurant Association Educational Foundation (NRAEF). This new management training certification program is based on a set of competencies defined by the restaurant, foodservice and hospitality industry as those needed for success. This competency-based program includes 12 topics, each with a competency guide, exam, instructor resources and certificate. Students earn a certification for each exam passed. The topics and exams are aligned to typical on-campus courses. This competency guide includes an access code for ON-LINE testing. The competency guide is also available packaged with a pencil/paper version of the test. Click here for details: NRAEF ManageFirst: Menu Marketing and Management For additional information about the NRAEF ManageFirstTM Program please visit www.prenhall.com/managefirst If you are interesting in purchasing managefirst for your organization and you are NOT affiliated with a school or university, please email managefirst@pearson.com so we can have someone from our business and industry group contact you directly.

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