

Code-Course	063408 – Catering Management		
Year	3rd	Credits	6 ECTS
In-class hours	60	Hours of individual work	90
Course Type	Obliged, specialization: Hotel Management	Thematic Area	Catering Management

## BRIEF COURSE DESCRIPTION

F&B operations have always been important on the tourist sector. This makes necessary the process of studying new aspects about this area in order to understand and to manage the large range of premises and substantial areas that surround it.

This subject allows the student to have the chance of studying, gaining and practicing all sorts of necessary requirements so that he or she can manage, as professional, different types of F&B units.

The sector is constantly evolving and today's trends might be tomorrow's worn out fashion. This is why the main goal of this subject is to provide the student with management and F&B tools so that he can successfully outperform restaurants.

## BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

## GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

## SPECIFIC SKILLS

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SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS08- Critically analyze, synthesize, and summarize the economic-financial information of tourism organizations.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

SS15- Plan, organize, manage, and control different types of tourism organizations.

SS16- Manage financial resources.

SS17- Understand and implement quality standards in the processes of tourism service.

## LEARNING OBJECTIVES

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1. Know the criteria and regulations applicable to the creation of the hotel product.
2. Develop skills related to the planning, organization and management of the operation of restaurants.
3. Know the basic principles of hotel management.
4. Know the main methods of financial planning to optimize financial resources.
5. Know the operating procedures of hosting companies.
6. Plan the specific objectives of each department, necessary human and material resources, including the study of costs and the results of the planned actions.
7. Prepare and analyze the items that make up a hotel budget, specified in specific areas or departments.

8. Manage the phases of the opening of hotel establishments (obligations of the property and obligations of the manager).
9. Apply legal requirements (licenses, taxes, inspections, insurance, etc.).

## ACADEMIC CONTENTS

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### Chapter I – An introduction to the foodservice industry

- 1.1 History and evolution
- 1.2 Trends and Innovation
- 1.3 Economic industry's indicators

### Chapter II - Production systems

- 2.1 Equipment and machinery
- 2.2 Production processes and systems
- 2.3 HACCP

### Chapter III - Management process: Controlling and leading

- 3.1 Pricing policies
- 3.2 Economic studies
- 3.3 Commercial offers
- 3.4 The P&L statement
- 3.6 Rations for managing F&B
- 3.7 KPI's for controlling and improvement

## LEARNING METHODOLOGY

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

## ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the starting of the subject.

Activities		Type	Continuous	Single	Week deadline
Activity	Business Analysis	group	15 %	20 %	Week 4
Activity	restaurant case study 1	Individual	25 %	20 %	Week 11
Activity	restaurant case study 2	Individual	10 %	0 %	Week 14

Participation	Individual	10 %	0 %	Week -
Individual Exam	Final Individual	40 %	60 %	Week 18
TOTAL		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

## REFERENCES

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