



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064426 - Experiential space design in the catering industry		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Catering	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

This subject will allow students to build experiential stories on concepts from the restaurant industry by working on aspects such as distribution, design, emotions, sensations... We will analyze trends in restoration and how they may affect the design and distribution of spaces, so students will be able to understand technical and operational projects as an investment analysis that must be adapted to business, operational and design needs that will directly impact on business revenue for several years.

Students will be able to create experiences for the restaurant industry, balancing design, logistics, gastronomic offer, investment, etc. simultaneously considering that in project management, dealing with several parameters leads to lower uncertainty, fewer delays and lesser disruption.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

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



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

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- 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.