



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064427 - Catering in Events Management		
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 gives an insight into the different business models in the restaurant industry, the trends in the sector and its main actors; students will apply management concepts for the planning of these services incorporating a business vision in order to determine the viability and / or profitability of a business proposal. The subject will also enable students to choose and develop business strategies that contribute to the profitability of the Food & Beverage department in events.

Students will acquire the necessary knowledge to address challenges related to the creation, management and leadership of projects in the events industry and their link with the restaurant industry from a management perspective.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

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

SPECIFIC SKILLS

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

SS09- Understand and use information technology and information management systems in tourism.

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



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

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

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.