



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master in Hotel management and Hospitality

Code - Course	580012 – Services and products innovation		
Course year	1	Credits	3 ECST
Thematic Area	Product management	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

#### BRIEF COURSE DESCRIPTION

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This course unit aims to introduce students to the catering industry including from institutional catering to the newest trends in commercial catering. Students will learn to develop the business lines and to analyse the companies with a larger market share and the latest trends in the sector. This course unit will present the different areas of a production plant, such as, its sections, the central kitchen's circuits and installations and the new application techniques used in the different production systems.

#### BASIC SKILLS

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BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

#### GENERAL SKILLS

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GS1- Business oriented.

GS3 - Have initiative and an entrepreneurial spirit

GS6 – Apply communication technology for effective transmission of ideas, opinions, knowledge, etc.

#### SPECIFIC SKILLS

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SS8 – Develop the digital skills needed to manage information in the area of business management.



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#### ACADEMIC CONTENT

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1. Eating out evolution: study and analysis. Customer profiles and their expense nature.
2. Restaurant business response to changes in food consumption. Typologies, analogy and differences.
3. Trends in the sector. Services and products innovation.
4. Threads and opportunities.

#### LEARNING METHODOLOGY

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The learning methodology is focused on presentations of concepts based on practical cases, group discussions and activities. Some content will be worked by means of “Outdoor Training” which will be carried out as a group activity where different practical tasks linked to the theoretical concepts seen in class will be done.

#### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student’s achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student’s performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

**Single Assessment** consists in the evaluation of the student’s learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



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Evaluation systems	Continuous	Single
Tasks done by the student	60 %	40%
Final written exam	40 %	60%

#### Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

#### REFERENCES

BARROWS, C. & POWERS, T. & REYNOLDS, D. (1992): Introduction to the Hospitality Industry. Ed. Willey.

BELLO, J., GARCÍA-JALON, I., CANDELA, M. (2001): Alimentación y salud pública. Ed. McGraw-Hill Interamericana.

BROTHERTON, B. The Internacional Hospitality Industry. Ed. Butterworth.

CABRERA, C. (2015): El Celler de Can Roca. Ed. Libbooks

CAÑIZAL, M. (2006) Manual de Food Service. Ed. BFS.



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COUSINS, FOSKETT & SHORTT. Food & beverage Management. Ed. Longman.

FERNANDEZ GUADAÑO, M.(2012): Reinventores. Ed. Conecta

HEIZER, J., RENDER , B. (1997): Dirección de la producción . Decisiones estratégicas. Pre. Hall.

JONES, P. (1996): Introduction to Hospitality Operation. Ed. Cassell.

SHAW, Murray. Profesional Kitchen Design. Craftsman Book Co.

VALLSMADELLA, J.M. (2002): Gestión de restaurantes. Ed. Pearson.