

Catering Management I

Code: 103731
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OB	2	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

Language it is taught: Catalan-Spanish

Prerequisites

They are not necessary

Objectives and Contextualisation

At the end of the course the student / a should be able to:

1. Knowing the structure of an F & B department as well as the skills, abilities and tasks of each job profiles that make it up.
2. Manage and control costs effectively Department of F & B for a catering company.
3. Familiarize yourself with managing and implementing effective management and control models.
4. Identify the routing information and working in a department of F & B.
5. Manage and be able to carry out the various services provided restoration in a hotel.
6. Able to determine the necessary procedures and adapt to customer expectations, the particularities of human capital and material resources available.
7. Make decisions and design strategies for the development and improvement of the department.

Competences

- Analyse, summarise and evaluate information.
- Apply concepts related to the creation setting up, acquisition, maintenance and conservation of equipment in hotel and catering premises which are energy-sustainable and economically viable.
- Apply health and safety rules in the establishments of the hotel and catering sector.
- Be able to search efficiently for the necessary information.
- Demonstrate knowledge of the production system, and operating procedures in the restaurant service.
- Demonstrate understanding of basic human nutrition and its repercussion on health and its application to food.

- Develop a capacity for independent learning.
- Identify and apply the basic measures of food hygiene and safety as well as the national and European regulations that have to be met by establishments and activities in the sector.
- Manage and organise time.
- Work in teams.

Learning Outcomes

1. Analyse the structure of the sector.
2. Analyse, summarise and evaluate information.
3. Be able to search efficiently for the necessary information.
4. Develop a capacity for independent learning.
5. Develop balanced menus for different groups.
6. Draw up small action plans for health and safety.
7. Identify and understand the different types of services and points of sale for a hotel establishment.
8. Identify health and safety systems in the hotel and catering sector.
9. Identify human nutritional requirements.
10. Manage and organise time.
11. Structure the different phases of opening of establishments.
12. Understand and apply the basic rules to be satisfied by hotel establishments in questions of food hygiene and safety.
13. Understand the essential steps for creating settings and promotion.
14. Understand the rules of hygiene, food handling and their application.
15. Understand the structure and management of the department as well as the competences and skills of the professional profiles in the area of catering.
16. Work in teams.

Content

1. Classification of catering companies in the HORECA channel.
2. The restoration of the hotel company.
3. Marketing restoration
 - 3.1 Marketing Plan a catering company.
 - 3.2 Target audience and market segmentation.
 - 3.3 Planning and design of the offer.
 - 3.4 CRM restoration.
 - 3.5 Internet and restoration.
 - 3.6 franchises restoration.
4. Production Management
 - 4.1 Control of procurement processes, storage and distribution.
 - 4.2 Sales and production control.
 - 4.2.1 Standardization of processes.
 - 4.2.2 Control Sales restoration.
 - 4.3 Computerized management of catering companies.

- 4.4 The restoration budget.
- 4.5 Environmental Management.
- 5. Creation of F & B department within Hotel
- 5.1 The hotel breakfast.
- 5.2 Hotel Restaurants: sector trends.
- 5.3 Bars and coffee.
- 5.4 conventions and banquets.
- 5.5 room service.
- 5.6 Neveras (minibars) and automatic distribution (vending).
- 5.7 Restoring all inclusive programs.
- 6. Creating a management model for a restoration company.

Methodology

• Sessions of lectures. Exposure of theoretical content of the program clear, systematic and organized by the teacher / a form (the students will have the basic agenda VIRTUAL CAMPUS). student participation in the classroom will be encouraged at all times; their contributions, reflections and doubts will be valued. learning with the screening of educational films and reading related to the agenda items will be strengthened.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Problem resolution	15	0.6	1, 2, 12, 13, 15, 4, 11, 10, 7, 9, 3, 16
Theoretical classes	45	1.8	1, 2, 12, 14, 13, 15, 4, 11, 8, 7, 3
Type: Supervised			
Tutorial	10	0.4	1, 2, 13, 5, 8, 9
Type: Autonomous			
Preparation of works	31	1.24	1, 2, 12, 14, 13, 15, 5, 4, 11, 10, 8, 7, 9, 3

Assessment

TWO OPTIONS EVALUATION

A) CONTINUING WITH FINAL TEST EVALUATION (AC):

The evaluation system is organized with the weekly final test presentation of autonomous activities (practices, understanding of individual texts, group work and / or individual exhibitions in the classroom, evaluators exercises, etc.) continuous assessment of interrelation and understanding of the issues and worked theoretical concepts.

The teacher a holder of matter at the beginning of course establish the relationship of activities to be undertaken, dates and frequency of delivery, assessments, etc. with the percentage of incidence on the final note of all content subject to continuous assessment as well as for the final test of continuous evaluation.

B) Final examination AF (all matter).

Day and time set, according to academic calendar, which is in the official program of the Center (EUTDH).

Reevaluation:

Students who do not pass the CA or AF. Day and time established academic calendar according to the official program of the Center (EUTDH).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom activities	15%	7	0.28	1, 2, 15, 4, 11, 10, 7
Practical jobs	35%	40	1.6	1, 2, 14, 13, 15, 5, 4, 11, 10, 8, 7, 9, 3, 16
Theoric exam	50%	2	0.08	1, 2, 12, 14, 13, 15, 5, 6, 4, 11, 10, 8, 7, 9, 3, 16

Bibliography

BIOSCA, DOMENEC. COMO DIRIGIR CON EXITO UN RESTAURANTE. Ediciones CDN, Madrid 1993

FELIPE GALLEGO, JESÚS. DIRECCION ESTRATEGICA EN LOS HOTELES DEL SIGLO XXI. McGraw Hill Interamericana. Madrid, 1996

MESTRES, JUAN R. TECNICAS EN GESTION Y DIRECCION HOTELERA. Editorial Gestion 2000. Barcelona, 2003

ORIOL AMAT i FERNANDO CAMPA, CONTABILIDAD, CONTROL de GESTION y FINANZAS de HOTELES. Editorial PROFIT. Barcelona, 2011.

ROCHAT, MICHEL. MARKETING Y GESTION DE LA RESTAURACION. Editorial Gestion 2000. Enero, 2001