UAB
Universitat Autònoma de Barcelona

2023/2024

Catering Company Management

Code: 103778
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	1

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodolody" section of the course guide.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

By the end of the subject students must be able to:

1. Know the structure of a restaurant business, as well as the skills and tasks of each component that makes up.
2. Manage and control the costs in a restaurant business in an effective way.
3. Be familiar with the managing and implant effective managing and control models.
4. Identify the information and working itinerary on the main functional and operational areas.
5. Prepare the student to prepare strategies and policies developed from the direction role.
6. Know to establish the necessary methods and adapt them to the client's expectations, the human capital special features and the available material resources.
7. Taking decisions to design strategies to the development and improvement of the restaurant business.

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.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.

- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate initiative and entrepreneurial spirit in the creation and management of companies, projects, activities and products in the hotel and catering sector against a background of change and complexity.
- Demonstrate knowledge of the production system, and operating procedures in the restaurant service.
- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Demonstrate understanding of basic human nutrition and its repercussion on health and its application to food.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.
- Manage and organise time.
- Manage communication techniques at all levels.
- Work in teams.

Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Apply commercial policies to catering companies.
3. Apply initiative and entrepreneurial spirit in creation and improvement throughout the catering sector.
4. Apply the main elements of human nutrition under criteria of good health in the preparation and despatch of food products in catering establishments.
5. Apply theoretical and practical knowledge in the catering sector to company management.
6. Be able to search efficiently for the necessary information.
7. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
8. Demonstrate an orientation and culture of customer service.
9. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
10. Develop a capacity for independent learning.
11. Identify and define the differential characteristic of companies in the sector in the different subsystems of company organisation.
12. Identify and learn the necessary criteria for selecting the ideal equipment and installations in the catering sector from the point of view of economic and energy viability.
13. Implement and adapt health and safety regulations to catering sector establishments.
14. Manage and organise time.
15. Manage communication techniques at all levels.
16. Present and describe specific plans for promotion and commercialisation for companies in the catering sector, especially in the field of online commercialisation.
17. Work in teams.

Content

1. Society, alimentation and gastronomy: new type of restaurants:
a. Modern restauration.
b. Collective no commercial restauration.
c. Applicable legislation and agreements.
2. Restauration companies' models
a. Companies' classification.
b. New concepts of restauration companies and its managing.

3. Analytic process of restauration business and costs control (management)
a. Omnes principles.
b. Menu engineering.
4. Business model analysis
a. CANVAS managing.
5. Restauration companies marketing
a. The restaurant as a global product.
b. A restaurant value chain.
c. Commercialisation and communication.
d. Client attention techniques, selling orientation and its loyalty earning.
6. Quality managing of restauration companies:
a. Full Quality as a managing system.
b. Process managing.
c. Quality control systems applied to restauration.
d. HHRR and quality managing: intern and extern guest satisfaction

Methodology

Teaching language: català

Sessions de classes magistrals. Exposició del contingut teòric del programa de forma clara, sistemàtica i organitzada per part del professor (els alumnes tindran al CAMPUS VIRTUAL el temari basic dels temes). Es fomentarà, en tot moment, la participació de l'alumnat a l'aula; es valoraran les seves aportacions, reflexions i dubtes. Es reforçarà l'aprenentatge amb la projecció de vídeos didàctics i lectura d'articles relacionats amb el temari.

Exercicis pràctics i estudis de cas. Al llarg del curs es proposarà la realització de diversos exercicis pràctics i estudis de cas, relacionats amb l'assignatura, es començaran a l'aula i si cal hauran de ser finalitzades fora de l'horari de classe

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Exercises	19	0.76	1, 10, 14, 6, 17
Master Class	32	1.28	5, 12
Mentoring	9	0.36	7, 15, 14, 6
Type: Supervised			
Business case discussion (in group)	40	1.6	1, 5, 2, 9, 10, 15, 14, 12, 16, 13, 6, 17
Type: Autonomous			
Business case (single)	18	0.72	1, 10, 14, 6, 17
Individual work	30	1.2	1, 2, 8, 10, 15, 12, 13, 6

Assessment

Class attendance is important because the participation of students enriches the content explained.Many aspects related to the current topics are treated in class and these are taken as reference for the evaluation.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Business case discussions (individual & group)	30%	0	0	3, 5, 2, 4, 9, 8, 7, 15, 14, 12, 16, 6, 17
Exam	50%	2	0.08	3, 5, 2, 4, 7, 10, 12, 11, 16, 13, 6
Participation and attendance	20%	0	0	1, 5, 10, 15, 6

Bibliography

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- FELIPE GALLEGO, Jesús. - *Gestión de hoteles: una nueva visión.* Madrid: Paraninfo, 2002.
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- *Dirección estratégica en los hoteles del siglo XXI.* McGraw Hill Interamericana. Madrid, 1996
- MESTRES, JUAN R. *Técnicas en gestión y dirección hotelera.*Editorial Gestión 2000. Barcelona, 2003
- ORIOL AMAT i FERNANDO CAMPA, *Contabilidad, control de gestión y finanzas de hoteles.*Editorial PROFIT. Barcelona, 2011.
- ROCHAT, MICHEL. *Marketing y gestión de la restauración.*Editorial Gestión 2000. Enero, 2001
- VALLSMADELLA, Josep Maria. *Técnicas de Marketing y Estrategias para Restaurantes*. Madrid: Pearson Education, 2002.
- Comprender el negocio de la Restauración. *GestionRestaurantes.com [en línea]. 25 de septiembre de 2007. Disponible en:* http://www.gestionrestaurantes.com/comprender-el-negocio-de-la-restauracion/
- *Modelo CANVAS. https://www.emprender-facil.com/es/modelo-canvas-plantilla-word/*

Software

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