

## Catering Management I

Code: 103731  
ECTS Credits: 6

2024/2025

Degree	Type	Year
2502904 Hotel Management	OB	2

### Contact

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### Teaching groups languages

You can view this information at the [end](#) of this document.

### 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.

### Activities and Methodology

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

Teaching language: Spanish

- 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.

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.

### Assessment

## Continuous Assessment Activities

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

### TWO ASSESSMENT OPTIONS

#### A ) CONTINUE WITH FINAL ASSESSMENT TEST (AC):

The evaluation system is organized with the presentation of independent activities (practices, understanding of individual texts, group and/or individual work, classroom presentations, assessment exercises -if applicable-, etc.) more the final test of continuous assessment of interrelationship and understanding of the topics and theoretical concepts worked on.

The teacher in charge of the subject will establish at the beginning of the course the list of activities to be carried out, dates and frequency of delivery, assessments, etc. with the percentage of incidence on the final mark of all the contents subject to continuous evaluation, as well as the corresponding one for the final test of continuous evaluation.

In order to correctly follow this continuous assessment system, a minimum of 80% of the assigned activities and tasks is required in the periodicity established by the teacher before the final continuous assessment test.

Students who do not pass the subject, through the continuous assessment, will be assessed by the single assessment system, without taking into account any of the grades obtained previously.

#### B) UNIQUE ASSESSMENT: Final exam (all subjects).

Day and time established, according to the academic calendar, in the Center's Official Program.

Students who have not taken the assessment still have the option of taking the final exam(previous request for a single evaluation to academic management in the periods indicated by the academic-administrative calendar):

They will have to hand in the corresponding activities, tasks or work within the established periods before the date of this exam.

The delivery schedule, contents and other related information will be published on the subject's Virtual Campus.

Delivered activities 30%

Final Exam 70%

Note.- to be able to apply these percentages you will need to obtain a minimum rating of 4 out of 10 in each part.

#### RE-ASSESSMENT:

Only students who in the final evaluation have obtained a grade equal to or higher than 3.5 and lower than 5. The grade of this re-evaluation will not exceed 5 as a final grade.

Examination method to be defined by the teaching staff of the subject.

Day and time established, according to the academic calendar, in the Center's Official Program.

*The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.*

## 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

MELLADO, SERGIO, HABITACIONES EN LA CARTA. LA DIRECCION DE F&B EN UNA CADENA HOTELERA. Independently published. Diciembre, 2020

## Software

Free Apps for IOS & Android:

Hotel Empire Tycoon. Hotel management and administration game/simulation

Idle Restaurant Tycoon. Restaurant management and administration game/simulation

## Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	morning-mixed