

Degree	Type	Year
Hotel Management	OB	1

Contact

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Teachers

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Teaching groups languages

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Prerequisites

There are no prerequisites

Objectives and Contextualisation

The Food and Beverage Management course provides students in the first year of the Degree in Hotel Management with the theoretical foundations necessary to effectively manage the kitchen and restaurant department. It analyzes the structure of the area, the organization of spaces, the management of the human team and the design of the gastronomic offer, with special attention to cost control and decision making.

Through a current and professional approach, the course integrates industry trends such as sustainability, digitization and culinary innovation, preparing the student to meet the challenges of operational management in F&B with solvency.

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

1. Analyze the organizational structure of a Food & Beverage department in different types of establishments, identifying functions, professional competencies and internal communication flows.
2. Design and implement effective planning and cost control systems in the field of catering, integrating digital tools and economic sustainability criteria.
3. Implement advanced operational management models in F&B based on quality standards, energy efficiency, digitalization and customer satisfaction.
4. Supervise and coordinate production and service processes in catering, adapting procedures to customer needs, organizational culture and available resources.

5. Make informed strategic decisions for the competitive development of the F&B department, incorporating criteria of gastronomic innovation, social responsibility and profitability.
6. Know and guarantee the proper use of kitchen equipment, machinery and technology, ensuring their preventive maintenance and their alignment with current regulations.
7. Apply updated protocols of hygiene, cleanliness and food safety in the kitchen, in accordance with the principles of the HACCP system and national and international regulatory frameworks.
8. Manage the supply, reception and conservation of raw materials, applying quality control, traceability and food waste reduction techniques.
9. Design efficient systems for the administration of human and material resources in the kitchen, aligned with environmental responsibility and continuous improvement.
10. Incorporate emerging trends in gastronomy and consumption (plant-based, zero kilometer, cultural fusion, culinary technology) in the conceptualization of the gastronomic offer and business models.

Learning Outcomes

1. CM21 (Competence) Integrate the different management systems studied in hotel and restaurant departments.
2. KM21 (Knowledge) Identify the concepts related to food safety and hygiene and the basic guidelines for opening establishments in the tourism sector.
3. KM22 (Knowledge) Recognise the principles for developing food offerings in the sector for different groups by identifying their needs.
4. KM23 (Knowledge) Distinguish hygienic standards and food handling standards and their application in the sector.
5. KM24 (Knowledge) Identify the structure and management of the different hotel departments, as well as the competencies and skills of the professionals in the different areas.
6. SM30 (Skill) Experience the structure and management of the different hotel departments, as well as the competencies and skills of the professional profiles that make up the different areas.

Content

Unit 01. Introduction to F&B Management in hotels

- The F&B department in the hotel context: structure and functions.
- Service typologies, trends and evolution of the sector.
- Kitchen and dining room organization chart: professional profiles, functions and competencies.
- Introduction to sustainability and social responsibility in F&B.

Applied soft skills: teamwork and interdepartmental communication through organizational chart and role simulations.

Unit 02. Digitalization, marketing and reservation management

- Digital tools applied to catering (POS systems, reservation software, kitchen management).
- Marketing channels in physical and digital environments.
- Reservation management and customer relationship management through CRM and online platforms. Review management.

Innovation: comparative analysis of real digital tools (OpenTable, TheFork, CoverManager).

Soft skills: critical thinking and decision making in the selection and use of technological tools.

Unit 03. Design, installations and operation of professional kitchens

Typologies and workflows in professional kitchens and restaurants.

- Design of kitchen spaces: ergonomics, safety and sustainability.
- Design of restaurant spaces: ergonomics, safety and sustainability.
- Kitchen machinery & Tools
- Restaurant machinery & Tools
- Outsourcing of services and functional organization.

Innovation: planning smart and sustainable kitchens and restaurants.

Soft skills: problem solving and creativity in the design of operational layouts.

Unit 04. Process management, production and sustainability.

- Process control: purchasing, storage, production and distribution.
- Technical sheets and scandals.
- Product yield and waste management.
- Convenience food: fourth and fifth range.
- Environmental management in kitchen and dining room.

Innovation: integration of waste control systems

Soft skills: ethical responsibility and sustainable decision making.

Unit 05. Management of the gastronomic offer and customer experience.

- Design and preparation of menus: balance, profitability and adaptability.
- Gastronomic architecture and conceptualization of the offer.
- Inclusivity: cuisine for all and special diets.
- Creation of memorable gastronomic experiences.

Innovation: application of experience design (UX in gastronomy).

Soft skills: empathy and creativity in adapting menus to diverse profiles.

Unit 06. Management models, leadership and business creation.

- Integral management models in catering.
- Team organization: leadership, delegation and motivation.
- Creation of business concepts: viability and value proposition.
- Culinary innovation, sustainability and consumer trends.

Innovation: development of a business model canvas for an F&B concept.

Soft skills: leadership, negotiation, effective communication and teamwork (with collaborative presentations).

Unit 07. Specific services in the hotel environment

- Hotel breakfast, minibar, room service, bars and banquets.
- Fine & Casual Dining.
- Catering in all-inclusive programs.
- MICE operations: event phases and key logistics.

Innovation: Creation of casual concepts for hotel restaurants

Soft skills: planning and time management in simulations of real events. Flow charts.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case Studies	10	0.4	CM21, CM21

Theory classes	36	1.44	CM21, KM21, KM22, KM24, CM21
Type: Supervised			
Tutorials	10	0.4	KM22, KM24, SM30, KM22
Type: Autonomous			
Assignment Preparation	20	0.8	CM21, KM21, SM30, CM21
Individual Study	0	0	CM21, KM21, KM24, SM30, CM21

- Classes are taught in Spanish
- Expository and participatory classes of the concepts and contents of the subject.
- Theoretical-practical classes in which the contents are worked on in the form of projects and activities
- Problem solving and case studies in groups with final exposition.
- Cooperative learning and individual learning for the development and presentation of work.
- Includes work directed by the teacher and hours of study by the student.
- Tutorials: individual or group to solve doubts or work on specific concepts.

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
Class Activities	10%	11	0.44	CM21, KM21, SM30
Group Activity	15%	11	0.44	KM23, SM30
Individual Exam 01 (Midterm)	25%	18	0.72	CM21, KM21, KM22, KM24, SM30
Individual Exam 02 (Final)	25%	18	0.72	CM21, KM21, KM22, KM24, SM30
Individual Project	25%	16	0.64	CM21, KM22, KM24, SM30

A. CONTINUOUS EVALUATION

- The course is evaluated through the continuous evaluation system, which combines the realization of group and individual projects and practical activities with the passing of individual written tests on the contents worked in class.
- The system is designed to progressively assess both the development of competences and the acquisition of theoretical and applied knowledge.

1. Delivery of work and participation

- It will be essential to hand in all the proposed assignments and activities within the deadlines and formats established by the teachers.

- Failure to comply with any of these deliveries, either by non-delivery, late delivery or inadequate format, will imply:
 1. The grade of Not Evaluable in that activity.
 2. The automatic loss of the right to continue under the continuous evaluation system, passing to final or extraordinary evaluation according to the regulations of the center.
 3. Deliveries after the deadline will not be accepted unless there is a justified and documented cause.

2. Written tests

- During the semester, two specific weeks will be established for the realization of partial and final tests, which will consist of individual written exams. These tests will evaluate the knowledge acquired and its practical application, in line with the learning objectives of the subject. The dates will be established by the academic direction of the university.

No changes in the dates of the midterm and final exams will be admitted.

3. Requirements for the weighting in the single evaluation.

- In order to calculate the final grade through continuous evaluation, all the following conditions must be fulfilled:
 1. To have handed in all assignments and activities in due time and form.
 2. To have taken the scheduled written tests.
 3. Obtain a minimum grade of 4 out of 10 in each of the evaluable blocks(group and individual projects and written tests).

4. Final grade

- The course will be graded as Not Evaluable if the student:
 1. Does not submit all the required assignments.
 2. Does not take any of the written tests.
 3. Does not meet the minimums established for weighting.

5. Note on the use of artificial intelligence tools

- The use of generative artificial intelligence (AI) tools in the elaboration of assignments or activities must be expressly declared by the student in each case.
- Its use must be in accordance with the principles of academic integrity and be aligned with current institutional regulations on the ethical use of AI.
- Misuse, omission of this information or impersonation of authorship may lead to academic consequences in accordance with the center's regulations.

B. SINGLE EVALUATION

- Students who opt for the single evaluation system (processed in due time and form), or those who have not satisfactorily passed the continuous evaluation, will be evaluated through the completion of mandatory individual activities, aimed at fully assessing the learning outcomes of the course.

1. Individual practical reports (40%)

- The student must submit three individual reports, which together will represent 40% of the final grade.
- Each report will be based on key contents of the course, with a practical orientation.
- They will be delivered individually, within the deadlines and in the format previously established by the faculty.
- The delivery of the three reports is mandatory. Failure to submit one or more of them, or their delivery after the deadline, will result in a grade of NOT EVALUABLE
- It will be necessary to obtain a minimum grade of 5 out of 10 in each report in order to be weighted.

2. Individual written tests (60%)

- The system includes two individual exams, which will evaluate the understanding and application of the theoretical and practical contents of the course.
 1. Partial exam (30%): to be held during the semester, within the official academic calendar.
 2. Final exam (30%): to be held on the date assigned by the EUTDH Official Programming.
 3. Attendance to both exams is mandatory. Failure to take either of them will result in a grade of Not Evaluable.
 4. In both tests a minimum of 5 out of 10 must be obtained in order to be weighted with the rest of the activities.

3. Conditions to pass the course

- In order to pass the course under the single evaluation modality, the student must:
 1. Submit and pass the three individual practical reports.
 2. Take and pass both individual written tests.
 3. Comply with all the form, deadline and minimum requirements established.
 4. In case of not complying with any of these conditions, the final grade will be Non Evaluable.

4. Note on the use of artificial intelligence tools

- The use of generative artificial intelligence tools in the elaboration of reports or other evaluation evidences must be expressly declared by the student.
- Its use must comply with the criteria of academic integrity and the current regulations of the center. The omission of this information or inappropriate use may lead to academic sanctions.

C. RE-EVALUATION

- The re-evaluation of the subject by single evaluation will be the same as the rest of the students.
- The maximum grade of this re-evaluation will not exceed 5 as a final grade, except for those students who have obtained a single evaluation.
- The date assigned by the Official Programming of the EUTDH.
- The professor will inform in due time the format, duration and location of the exam.

Date changes will not be admitted without the express approval of the Coordination of Studies.

Bibliography

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- Eloy Rodríguez, Gastromarketing: Los 16 ingredientes imprescindibles para abrir, gestionar, promocionar un restaurante y triunfar en el competitivo mercado del siglo xxi.
- Claudio Ponce, Marketing gastronómico: la diferencia entre triunfar y fracasa, 2019, Bubok Editorial
- Roberto Brisciani , El secreto de un restaurante magnético. Cómo conseguir que tu restaurante esté lleno cuando los demás están vacíos, 2017.
- DANIEL GALY ,Gestión de la producción en cocina, 2020, Paraninfo
- Cerra, Javier; Dorado, José A.; Jara, Diego; García, Pedro E. (1997): " Gestión de Producción de Alojamientos Turísticos " - Colección "Gestión Turística"; Ed. síntesis; 552 páginas.
- Dorado, José Antonio (1996): " Organización y Control de Empresas en Hostelería y Turismo " ; - Colección "Ciclos Formativos FP Grado Superior Hostelería"; Ed. síntesis; 252 páginas.
- Wil Guidara Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect- 2022- Ed Optimism Press 288 páginas.
- Danny Meyer Setting the Table: The transforming Power of Hospitality in Business ED Ecco 2018
- Donald Burns Your Restaurant Culure Sucks! Escape mediocrity.
- Donald Burns Your Restaurant Sucks! Embrace the Suck. Unleash your Restaurant. Become outstanding
- Donald Burns Your Restaurant Still Sucks! Stop playing small. Get what you want. Become a badass

- *FELIPE GALLEGOS, 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

- Miro. www.miro.com
- Wooclap. www.wooclap.com
- MS Excel
- Genially. www.genially.com
- Floorplanner. www.florplanner.com
- Apps gratuita para IOS y Android:
 - Hotel Empire Tycoon. Juego/Simulador de Gestión y administración hotelera
 - Idle Restaurant Tycoon. Juego/Simulador de Gestión y administración de restaurantes

Teachers may authorize or restrict the use of electronic devices (tablets, computers and cell phones) during face-to-face sessions, depending on the pedagogical objectives and dynamics of the class.

Groups and Languages

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