

1. BASIC INFORMATION

Course	Food & Beverages Management
Degree program	Grado en Dirección Internacional de Empresas de Turismo y Ocio
School	Social Sciences
Year	2 nd
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	Presential
Semester	S2
Academic year	2024/2025
Coordinating professor	José Manuel Cabello

2. PRESENTATION

The main objective of the F&B Management course is to provide the student with the necessary knowledge to be able to perform any management function of the Food and Beverage department, especially those related to hotel establishments.

Commodities and gastronomy are becoming a fundamental pillar for the development of tourism as a complement in most cases. Due to this, through this subject we try to introduce students to the knowledge of the fundamental gastronomic products, as well as their way of turning them into a complementary tourist resource.

The subject will be taught in English and during the semester in which the subject will be executed, the following specific objectives will be achieved:

- Concepts related to the strategic planning of the food and beverage department, its mission, vision and values, as well as its departmental structure will be worked with the student. Teams, roles, key coordination aspects, etc. will be analyzed.
- The management and planning of services and events will be deepened, taking into account all the fundamental requirements to set up a restoration service from scratch. Service organization, resource planning, costs, etc. The processes of restaurant, bar and cafeteria services will be studied.
- Special attention will be given to the control and supply of raw materials, learning how this department works and how it is managed in a hotel from the Economato.
- The concepts of food and food quality will be worked on, analyzing the main regulations in force in this regard and the importance of critical point management systems.
- An analysis of the management and organization of small events will be carried out, taking into account their management, configuration, need for resources, as well as aspects related to the protocol of institutional acts.
- The student will carry out a research project on food and drink in which all the knowledge obtained throughout the course is applied. The student must present in detail his F&B project.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- CB4 - That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT11 - Planning and time management: Ability to establish objectives and choose the means to achieve those objectives using time and resources in an effective way.
- CT17 - Teamwork: Ability to integrate and collaborate actively with other people, areas and / or organizations to achieve common goals.
- CT04 - Ability to analyze and synthesize: be able to decompose complex situations into their constituent parts; also evaluate other alternatives and perspectives to find optimal solutions. The synthesis seeks to reduce complexity in order to understand it better and / or solve problems.
- CT05 - Ability to apply knowledge to practice, to use the knowledge acquired in the academic field in situations as similar as possible to the reality of the profession for which they are being trained.
- CT09 - Skills in interpersonal relationships: Ability to relate positively to other people through verbal and nonverbal means, through assertive communication, understood by it, the ability to express or transmit what is wanted, what is thought or is felt without bothering, assaulting or hurting the other person's feelings.

Specific competencies:

- CE1 - Ability to understand and apply knowledge and basic tools of strategic direction for the operation of tourism and leisure companies: analysis, planning, organization, communication, execution, management and control.
- CE2 - Ability to understand and know the functional areas of the company, and apply the different tools available in each of them (Finance, Accounting, HR, Marketing and Production), as well as to know the main relationships between them, in the field National and international.
- CE3 - Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership capacity for people management, knowledge management, innovation management, etc. that allows it to achieve greater professional development and business success in industry, nationally and internationally).
- CE8 - Ability to master English professionally and have advanced knowledge of a second and third language.
- CE11 - Ability to know the operating procedure of the accommodation and restoration field.

Learning outcomes:

- RA1. Development of global management skills to understand the key aspects of a catering establishment, as well as the functional environment in which it operates.
- RA2 Knowledge of the different technical areas of a restaurant, with special emphasis on those that provide a high added value to customers and to the restaurant itself.
- RA3. Understanding and mastery of all commercial and marketing aspects necessary to successfully develop the operation of a catering establishment.

- RA4 . Knowledge of all the techniques and trends that shape the future activity of the catering sector, in order to constantly adapt the offer to the changes in demand.
- RA5 . Obtaining sufficient training to manage with solvency the opening of a catering business, to undertake the processes and procedures for its start-up and to ensure the provision of a quality service.and procedures for its implementation and guarantee the provision of a quality service.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA1. Understanding of quality standards, value creation criteria, positioning and contribution to the final price of each of the departments of a hotel.
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA2. Ability to efficiently manage each of the departments that make up a hotel.
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA3. Understanding and mastery of all commercial and marketing aspects necessary to successfully develop the operation of a catering establishment.
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA4 . Knowledge of all the techniques and trends that shape the future activity of the catering sector, in order to constantly adapt the offer to the changes in demand.
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA5 . Obtaining sufficient training to manage with solvency the opening of a catering business, to undertake the processes and procedures for its start-up and to ensure the provision of a quality service.and procedures for its implementation and guarantee the provision of a quality service.

4. CONTENT

According to the degree official description, the contents to be worked within the framework of the subject of Food and Beverage Management are the following:

Direction and management in catering companies,
Procurement of raw materials and equipment.
Gastronomy, nutrition and service.
Quality management and food safety and hygiene.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case method. Best Practices
- Cooperative learning. Networking.
- Problem-based learning
- Project Based Learning

- Master class
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Master Class	55
Asynchronous master class	7,5
Autonomous student work	37,5
Guided work (tutorials, learning follow-up learning)	12,5
Student group work (group work, research, research group work, research, search for information information)	25
Other activities (external visits, conferences, etc.)	12,5
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	40%
Works and reports	20 %
Oral presentation	30%
Practical exercises	10 %

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

In order to pass the subject, students must obtain a grade equal to or higher than 5.0 points in all the assessment systems established. If a student does not reach this mark in all the assessment systems, the student will have to attend the extraordinary call to pass the suspended parts.

To pass the subject in ordinary call, students must attend to at 50% of the lessons, unless they have a duly justified cause according to the corresponding educational regulations to justify their unattendance.

The evaluation will be continuous and individual, so class attendance is mandatory. All deliverable training activities must be delivered punctually on the scheduled date and through the established route, otherwise they will not be accepted for evaluation.

The campus guide of this course details the criteria and elements that compose and determine the final grade of the course.

7.2. Second exam period

To pass the course in the extraordinary call:

The student must complete all the activities not passed during the ordinary call. If a failed activity is not completed, the grade for that activity will be zero.

The requirements to pass the course, as well as the weights of the different evaluable activities, will be the same as in the ordinary exam.

Those students who do not pass the cooperative work in the ordinary call will have to carry out, in the extraordinary call, a new alternative work individually, of similar difficulty to the cooperative work.

Those students who do not pass the block of practical exercises in class, must submit a number (to be determined) of practical exercises that cover the main aspects covered in all the practical exercises.

The modification of dates of individual evaluation tests may only be requested if the criteria established by the European University of the Canary Islands are met.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Test 1	09 th April 2025
Test 2	14 th May 2025
Final Project	04 th June 2025
Project Pich	04 th June 2025
Practical Exercises	04 th June 2025

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Wood, R.C. 2017: Hotel Accommodation Management. Routledge. Strathclyde.
- Guía de gestión de servicios en bares y cafeterías. Juan Pedro Rodríguez Montalvo. Editorial Síntesis S.A. ISBN: 978-84-995890-8-4. Depósito Legal: M-25.765-2012
- Planificación y dirección de servicios y eventos en restauración. Alacreu, José Ramón. ISBN Digital: 9788499586526. Editorial Síntesis S.A

- Gestión administrativa y comercial en restauración. Hernandis, Leticia. ISBN Digital: 9788499585130. Editorial Síntesis S.A.
- Felipe, Carlos & Felipe Gallego, Jesús, (2004). Manual de higiene y seguridad alimentaria en hostelería. Editorial: paraninfo
- Gestión y control del aprovisionamiento de materias primas. Pérez, Nuria · Civera, Juan José. ISBN: 9788490770276. Editorial Síntesis S.A

10. DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.