

1. OVERVIEW

Course	FOOD AND BEVERAGES MANAGEMENT
Degree	BACHELOR'S DEGREE IN INTERNATIONAL TOURISM AND LEISURE COMPANIES MANAGEMENT
School/Faculty	SOCIAL SCIENCES
Year	2
ECTS	6
Type	COMPULSORY
Language(s)	ENGLISH
Study mode	On-campus
Semester	S2

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 within the Food and Beverages department, especially those related to the hotel industry.

Commodities and gastronomy are becoming a fundamental pillar for the development of tourism in most cases. Due to this, through this subject we try to give the students 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. During the semester, 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 upon with the student. Teamwork, roles and key coordination aspects, etc. will be analysed.
- 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 organisation, resource planning, costs, etc. The processes of restaurants, bars and cafes 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 commissary.
- The concepts of food and food quality will be worked on, analysing the main regulations in force in this regard and the importance of critical 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 their F&B project.

3. SKILLS AND LEARNING OUTCOMES

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

KEY SKILLS

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CB2 - 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 learning how to elaborate and defend their arguments and resolve problems within their area of study.
CB3 - Students possess 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 - Students can transmit information, ideas, problems, and solutions to an expert and nonexpert audience.
CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner.

CROSS-CURRICULAR SKILLS (CT, by their acronym in Spanish):

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CT11 - Planning and time management: Ability to establish objectives and choose the right means to achieve these 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 analyse and synthesise: to be able to decompose complex situations into their constituent parts; also evaluate other alternatives and perspectives to find the best solutions. The act of synthesising seeks to reduce complexity in order to understand tasks better and / or solve problems.

CT05 - Ability to put knowledge acquired in the academic field into practice, 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 gestures, through assertive communication, in other words, the ability to express or transmit what is wanted, what is thought or what is felt without bothering or hurting the other person's feelings.

SPECIFIC SKILLS (CE, by their acronym in Spanish):

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CE1 - Ability to understand and apply knowledge of strategic direction and basic tools for the operation of tourism and leisure companies. These being, analysis, planning, organisation, 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, nationally and internationally.

CE3 - Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership ability for people management, knowledge management, innovation management, etc.) that allow you to achieve greater professional development and business success in the 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 in the field of accommodation and restoration.

LEARNING OUTCOMES (RA, by their acronym in Spanish):

- **RA1.** To understand the specific characteristics of the tourism sector compared to other economic sectors.
- **RA2.** Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.
- **RA3.** To understand and master all of the commercial and marketing aspects necessary to successfully develop the operation of a catering establishment.
- **RA4.** To possess a knowledge of all the techniques and trends that make up the future activity of the catering sector, in order to constantly adapt offers to changes in demand.
- **RA5.** To obtain sufficient training in order to successfully manage the opening of a restoration company, undertake the processes and procedures for its implementation and guarantee the provision of a high-quality service.

SKILLS	LEARNING OUTCOMES (RA, by their acronym in Spanish):
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA1. To understand the specific characteristics of the tourism sector compared to other economic sectors.

CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA2. Ability to create value and comparative advantages from the exploitation of resources in the tourism sector.
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA3. To understand and master all of the 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. To possess a knowledge of all the techniques and trends that make up the future activity of the catering sector, in order to constantly adapt offers to changes in demand
CB2, CB3, CB4, CB5, CT11, CT17, CT04, CT05, CT09, CE1, CE2, CE3, CE8, CE11	RA5. To obtain sufficient training in order to successfully manage the opening of a restoration company, undertake the processes and procedures for its implementation and guarantee the provision of a high-quality service.

The table below shows the relationship between the skills that are developed in the subject and the learning outcomes that are pursued:

4. CONTENT

- Introduction to work in Food & Beverage departments, with a special focus on Tourist Accommodation activities:

UNITS:
UNIT 1. PLANNING AND MANAGEMENT DEPARTMENT F&B. CONCEPTS
UNIT 2. HOTEL MANAGEMENT SYSTEMS. F&B DEPARTMENT
UNIT 3. MANAGEMENT AND PLANNING OF RESTORATION SERVICES
UNIT 4. F&B COST MANAGEMENT
UNIT 5. HACCP SYSTEMS AND SUPPLY OF RAW MATERIALS

5. TEACHING-LEARNING METHODS

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

- Case methods Practical methods
- Collaborative learning Networking
- Problem-based learning
- Project Based Learning
- Lectures.
- Mock scenarios

6. LEARNING ACTIVITIES

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

On campus:

Learning activity	Hours
Attendance and participation in class	62.5 h
Guided work (tutoring, feedback)	12.5 h
Self-directed study	37.5 h
Student group work (group work, research, information research)	25 h
Other activities (excursions, meetings, etc.	12.5 h
TOTAL	150 h

7. ASSESSMENT

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

Assessment system	Weighting
KNOWLEDGE TESTS	40%
PRACTICAL EXERCISES AND ACTIVITIES	20%
WORK AND REPORTS	30%
ORAL PRESENTATION:	10%

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

8. BIBLIOGRAPHY

Here, the recommended bibliography is indicated:

- **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

Noray. Sistemas de gestión hotelera. “Curso básico para trabajar con un Software de Gestión Hotelera: Aplicación práctica sobre Noray Htl”