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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	064402 – Operation management in food and beverage				
Type	Elective: specialization		Year	4 th	
Thematic Area	Catering		Credits	3 ECTS	
Teacher in charge of the course			Nehru González Burgos		
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

Food and Beverage comprises one of the most sensitive areas in Hospitality. From the definition and organization of the working processes, until the global constant improvement of the resources' optimization, it is essential to have a customer orientation in order to carry out memorable and unforgettable gastronomic experiences. The aforementioned element is this subject's main focus.

With this course, students will be capable of identifying, planning and managing innovative and sustainable gastronomic businesses in order to maximize the F&B area's profitability based on teamwork strategies oriented to continuous improvement.

Keywords: Restaurant, Food and Beverage, gastronomic experience, organization, management

BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

BS04- Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.



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Gs07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

SS15- Plan, organize, manage, and control different types of tourism organizations.

LEARNING OBJECTIVES

1. Develop skills related to the planning, organization and management of the operation of the restaurants.
2. Know the necessary instruments to be able to evaluate the most common investment and financing operations in accommodation and restaurant companies.
3. Know the main methods of financial planning to optimize financial resources.
4. Identify the main tendencies, dynamics, paradigms and conflicts observed in the evolution of the hotel and restaurant activity.
5. Organize the tasks, functions, schedules and shifts of the staff assigned to each department according to the defined strategic plan.
6. Prepare and analyse the items that make up a hotel budget, specified in specific areas or departments.
7. Prepare reports assessing the trend of the results obtained and the evolution and expectations of service prices, in accordance with internal economic information and market needs.
8. Know the operational management of restaurants.

ACADEMIC CONTENTS

1. An overall review on the Food & Beverage indicators
 - a. Key performance indicators and its relevance
 - b. Pricing strategies
 - c. Revenue Management in F&B
 - d. Cost and loss control
2. Budgeting an F&B department
 - a. Market analysis and performance
 - b. Budget fundamentals
 - c. Cost forecast



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3. Strategy & operations: removing barriers
 - a. Applying strategic goals in day-to-day operations
 - b. Teamwork as key driver on strategy
 - c. Measuring & controlling results

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Activities	Type	Continuous	Single	Week deadline
Activity 1 Case Study on F&B Department	Individual	35%		6th week
Activity 2 Final project on F&B	Group	25%	40%	12th week
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Bertan, S. (2020). Impact of restaurants in the development of gastronomic tourism. *International Journal of Gastronomy and Food Science*, 21, 100232. <https://doi.org/10.1016/j.ijgfs.2020.100232>

Buldeo Rai, H., Broekaert, C., Verlinde, S., & Macharis, C. (2021). Sharing is caring: How non-financial incentives drive sustainable e-commerce delivery. *Transportation Research Part D: Transport and Environment*, 93, 102794. <https://doi.org/10.1016/j.trd.2021.102794>



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Burns, D. (2017). Your restaurant sucks! Embrace the Suck. Unleash Your Restaurant. Become Outstanding (D. Burns, ed.).

Rubert, D. (2018). La cuenta, por favor: La gestión de negocios de restauración. Retrieved from <https://www.planetadelibros.com/libro-la-cuenta-por-favor/273863>