



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Academic Year [2024/25]

Code - Course	064427 – Catering in Events Management				
Type	Elective		Year	4 th	
Thematic Area	Catering		Credits	3 ECTS	
Teacher in charge of the course			Max Ros		
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

F&B operations have always been important on the tourist sector. This makes necessary the process of studying new aspects about this area in order to understand and to manage the large range of locals and substantial areas that surround it.

This subject gives an insight into the different business models in the restaurant industry, the trends in the sector and its main actors; students will apply management concepts for the planning of these services incorporating a business vision in order to determine the viability and / or profitability of a business proposal. The subject will also enable students to choose and develop business strategies that contribute to the profitability of the Food & Beverage department in events.

Students will acquire the necessary knowledge to address challenges related to the creation, management and leadership of projects in the events industry and their link with the restaurant industry from a management perspective.

Keywords: Events, restaurant industry experiences, project management, trends.

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.

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.

SS17- Understand and implement quality standards in the processes of tourism service.

LEARNING OBJECTIVES

1. Develop skills related to the planning, organization and management of the operation of restaurants.
2. Know the different variable that can influence the creation of the organizational structure of catering companies.
3. Identify the most important Quality and Environmental Management Systems applicable to tourist accommodation companies.
4. Know the information systems for management applied to hotels.

ACADEMIC CONTENTS

Chapter 1. Role of Food and Beverage in events

- 1.1. Event definition
- 1.2. Types of events and characteristics
- 1.3. Project manager or Professional event manager
- 1.4. Business organization chart
- 1.5. Catering evolution

Chapter 2. Event design

- 2.1 All the factors and needs that make up the puzzle
- 2.2 Servuccion = Servuccion
- 2.3 Diagram: Process flow
- 2.4 Management models and hiring forms
- 2.5 Creating cost budgets
- 2.6 Events lay out



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2.7 HACCP: Hazard Analysis Critical Control Point

Chapter 3. Logistic on material resources

- 3.1 Gastronomic offer
- 3.2 Beverage order
- 3.3 Technical sheet
- 3.4 Recipe costing
- 3.5 Staff ratios

Chapter 4. Hands on events

- 4.1. Documents and sheets at event planning |

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
- Guided 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
Act 1:	Group	15%	-	3 rd week
Act 2:	Group	15%	-	6 th week
Act 3: Final Project on F&B events	Group	30%	40%	12 th 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.



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