



Code - Course	580024 – Data Analysis and Tools for Restaurants				
Type	Elective		Credits	3 ECTS	
Thematic Area	Restaurant Business Management				
Professor in charge of the course	Alexander Castaño				
In-class	21 hours	Teacher-led	29 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

This course provides a comprehensive introduction to data analysis with a focus on applications within the restaurant industry. Data driven decision is a key factor on how restaurants create value and stay competitive on today markets

Students will learn how to collect, analyse, and interpret data to make informed decisions that enhance restaurant operations, customer experience, and profitability.

The course will cover various analytical tools and software, through the appropriation of tools and software that will show the students how to maximize their operations

This course is designed to be highly practical and aims to develop analytical capabilities on students

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M03H2- Develop complementary gastronomic products to the traditionally offered services in dining establishments, considering new market technologies.

M03S5- Determine risk management associated with creating new gastronomic products or investment projects.

M03S6- Interpret results obtained from data analysis using digital tools.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TH01, TH03, TH04, TH05, TH07, TS02, TS03*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Session: Introduction to Data Analysis in Restaurants
2. Session: Data Collection and Management
3. Session: Descriptive Analytics for Restaurants
4. Session: Predictive Analytics and Forecasting



5. Session: Data Visualization and Reporting
6. Session: Advanced Analytics and Machine Learning Applications
7. Session: **Case Studies and Capstone Project**

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Activity 1
- Activity 2

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

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 a minimum of 80% of the 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 ¹
Case Study	Group	40%	-	2 nd week
Final Paper	Individual	60%	100%	4 th week

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



Total	100%	100%
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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 evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

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 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.

COPY AND PLAGIARISM

Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.
- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student***
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

*** Artificial intelligence is considered a third party



REFERENCES

Kimball, R. (2013). *The data warehouse toolkit: The definitive guide to dimensional modeling*. Wiley.

Provost, F., & Fawcett, T. (2013). *Data science for business: What you need to know about data mining and data-analytic thinking*. O'Reilly Media.