



Code - Course	580025 – Development and Planning of Restaurant Properties				
Type	Elective		Credits	3 ECTS	
Thematic Area	Restaurant Business Management				
Professor in charge of the course	José M ^a Marcos Pujol				
In-class	21 hours	Teacher-led	29 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

This course provides the fundamentals to analyze, justify, and implement an expansion plan for a restaurant business and to determine the location of its commercial establishments, all from a strategic, operational, and management perspective.

A proper location ensures the economic viability of any restaurant establishment: "location, location, location."

Starting from different expansion models, various types of urban commercial areas and shopping centers, and the corresponding real estate market, the course analyzes the feasibility and scope of expansion.

Subsequently, it covers aspects of real estate management for commercial spaces (renting, subleasing, or buying and selling) and finally focuses on the criteria for locating restaurant establishments (commercial and economic, legal, and technical criteria) to ensure a correct approach in decision-making.

LEARNING OUTCOMES

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

M03H1- Plan operational processes in different areas of a restaurant business through the creation of management indicators.

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

M03C3- Define specifications in the projection of dining spaces and equipment considering current legislation, market trends, and emerging customer needs.

M03H4- Estimate the viability of restaurant projects and their respective investments, considering expected profitability indicators from investors and the technical feasibility of the project in its geographical context.

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



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

M03S7- Design optimal operational flows for the implementation of a profitable and well-adapted gastronomic offering within the framework of social and/or corporate events.

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. Introduction and Objectives
2. Location, Location, Location
3. Key Trends in High Street and Shopping Centers that May Affect the Restaurant Industry
4. The Importance of Tourist Demand in the Restaurant Industry
5. Expansion Models
6. Feasibility and Scope of Expansion
7. Geomarketing Tools in Expansion Strategies
8. Types of Urban Commercial Areas and Shopping Centers
9. The Real Estate Market for Commercial Spaces (National and International)
10. Impact of Rental Costs on the Profit and Loss Account: Effort Rate
11. Real Estate Profitability (YIELD) from the Perspective of the Investor/Owner of Commercial Spaces
12. Valuation of Commercial Spaces
13. Methodology for Decision-Making in the Location of New Establishments

13.1. Commercial and Economic Criteria

13.2. Legal Criteria

13.3. Technical Criteria

14. Main Contractual Elements of Leasing, Assignment, and Subleasing

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:

- A real expansion project for an actual company related to the course, which will be the central focus of the class. This project will be carried out in groups and will be evaluated.
- Case study analysis and resolution.



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
Activity 1	Group	70%	30%	2 nd week
Activity 2	Individual	30%	70%	4 th 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 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

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.



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

Barcelona Oberta (2024). Importància de la ZGAT per l'economia de Barcelona:

Efectes sobre el comerç, la demanda i l'ocupació.

Ascana (2023). Informe locales Comerciales 2023. Barcelona: Ascana.

CB Richard Ellis (2023). Publicaciones online.

Cushman & Wakefield. Main Streets Across the World 2023.



Mas, Jorge (2021). Retail Power. Libros de Cabecera.

Nueno, José Luis (2020). Directo al Consumido. Bienvenidos a 2025. Cuando los Millennials manden. Barcelona. Aecoc empresas.

Marcos, J. M., Martínez, C. M., y Pérez, A. (2019). Impacto de la gestión inmobiliaria en la articulación de la oferta comercial de los ejes comerciales prime en ciudades turísticas europeas: el caso de Barcelona. ARA: Journal of Tourism Research/Revista de Investigación Turística, 9(1), 35-45.

Barcelona Oberta (2017). Estudi Impacte socioeconòmic de les compres turístiques a la ciutat de Barcelona.

IESE y ICEX (2017). Estrategia de entrada en mercados internacionales. El papel de la marca. IESE.

Artículos de prensa escrita y online. Expansión, Cinco Días, entre otros.)

Cócola, A. (2015). Tourism and commercial gentrification. RC21 International.