

Code - Course	<b>064427 – Catering in Events Management</b>		
Thematic Area	Restaurant management	Year	Third/ Fourth
Course Type	Optional (Hotel management specialization)	Credits	6 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

### BRIEF COURSE DESCRIPTION

---

The importance of the restaurant and catering industry within the tourism sector demands specific knowledge to understand and manage the different types of establishments and subsectors that make up this industry. This relevance increases even more in the field of events, a growing sector in tourism with a marked trend towards renewal and new concepts.

This course gives students the opportunity to know, gain and practice the necessary competencies to manage professionally the different types of event offers.

This sector is in constant evolution and what is valid today may no longer be so tomorrow ; this is why the subject aims at providing students with the knowledge and tools that will enable them to manage and run restaurant event operations successfully and to offer innovative solutions to restaurant businesses.

The learning objectives will allow the students to identify the organizational needs, to know about the operational logistics since the moment guests enter the venue until they leave as well as to master management tools like budgeting, income statements...so that they can understand the importance of any restaurant business ultimate goal: customer satisfaction.

### 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.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS08- Critically analyze, synthesize, and summarize the economic-financial information of tourism organizations.

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

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

## ACADEMIC CONTENTS

---

1. Restaurant services in events.

1.1 Types and characteristics of events.

1.2 Current trends.

1.3 Management models and types of contracts.

2. Event design.

2.1. Equipment and machinery.

2.2. Production processes and systems.

2.3. Layouts.

2.4. Planning of material resources.

2.5. Staff planning.

3. Event mise-en-place.

3.1. Creating spaces. Design and atmosphere.

3.2. Protocol issues.

3.3. Defining types of service.

4. Event economic management.

4.1 Creating and controlling a cost budget.

4.2 Operating account.

4.3 Main ratios.

## LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Explanatory lessons
- Group work
- Individual work

## ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Partial written tests	50 %	---
Projects delivered by the student	----	40 %
Resolution of practical exercises	10 %	---
Individual Written Final Exam	40 %	60 %

### Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

---

Poulain, J.P.; Neirinck E. (1988). *Historia de la cocina y de los cocineros*. ediciones Zendrera Zariquiey

Cañizal, M. (2007). *Manual de Food Service*, Barcelona

Ojuno, C. (2001). *Control de costes en restauración*. Editorial Paraninfo. Madrid

FRIDSON, M. *La interpretación de los estados financieros*. Ed. Deusto 2000

Bachs, J.; Bancells, J.; Blasco, A.; Vives, R. (2006). *Manual de gestión de producción de Alojamiento y Restauración*. Editorial Síntesis. Madrid.