

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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Course	Restauration and Catering					
Subject	Management and practical Operations with Food and Beverages					
Academic year	2023-2024	Curricular year	3rd	Study period	1st semester	
Type of subject	Compulsory	Student workload (H)	Total: 112,5	Contact: 45	ECTS	4
Professor(s)	Nelson Manuel Loureiro Soares					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Gonçalo Poeta Fernandes				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

The subject of Management and Practical Operations with Food and beverages aims at the development of basic competences needed to perform functions associated with the management of the hospitality industry namely at food and beverages and quality departments. At the end, the students should be able, under supervision, to participate, plan and organize the different tasks inherent to the service of each department.

2. PROGRAM

1. Food and Beverage Management

- 1.1 Market analysis
- 1.2 Services conception
- 1.3 Menus: setting sales prices
 - 1.1 Traditional model
 - 1.2 Depending on the investment
 - 1.3 The break-even point of sales
- 1.4 Analysis ratio F&B costs and sales potential
- 1.5 Restaurant management efficiency – RevPASH
- 1.6 Departmental management indicators
- 1.7 Sales Strategies in A&B Operations

2 Budgeting in Food and Beverage

- 2.1 Budget Objectives
- 2.2 Budgeting
- 2.3 The reconciliation of operations

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2.4 *Analysis of results - potential versus effective*

2.5 *Operations projection matrix*

3 *Quality in Catering companies and departments*

3.1 *The triangle of services*

3.2 *Differentiating elements*

3.3 *The ServQual Model*

3.4 *Quality dimensions*

3.5 *The design of services*

3.6 *Quality assurance*

3.7 *Audits and inspections*

3.8 *Complaints and continuous improvement*

3.9 *Current trends and challenges*

3.10 *Service Evaluation Questionnaires*

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

In the first point, we intend to consolidate the vision of the management of the food and beverage department. In second point, knowledge about the principles of budgeting and systematization of information for the preparation of budgets in the food and beverage department will be transmitted. Finally, in third point, a vision of the integrated management of the quality of the services to be provided is conveyed.

The transmission of theoretical-practical knowledge, as well as working methods and techniques applicable to the provision of restaurant services, will be present in all points of the program.

In addition, the importance of planning, organization and management is reinforced, aiming at a holistic vision that students are expected to have in the context of the end of the course.

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4. MAIN BIBLIOGRAPHY

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BROWN, D. R. (2007), *The Restaurant Managers Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation*, Atlantic Publishing Company, Florida.

COUSINS, J., FOSKETT, D., GILLESPIE, C. (2002), *Food and Beverage Management*, Prentice Hall - Pearson Education, Dorset.

CRATO, C. (2010), *Qualidade: Condição de Competitividade*, Sociedade Portuguesa de Inovação, Porto.

GAMA, P. (2001), *Ferramentas da Qualidade*, Instituto Português da Qualidade, Lisboa.

GOMES, V. (2017), *Introdução à Gestão de Alimentação e Bebidas*, Lidel, Lisboa.

Gomes, V., & Revés, P. (2018). *Catering e Banqueting - Organização e Prática*. Lisboa: Lidel.

GONÇALVES, A. C. (2006), *Guias Técnicos de Investimento em Turismo – Gestão em Restauração e Bebidas*, Edições Cestur, Lisboa.

JULYAN, B. K. (1994), *Manual de Bebidas – Vendas e Serviços*, Edições Cetop, Lisboa.

LUISE, F. (2004), *Emília e o Food Cost*, Edições do Gosto, Lisboa.

MOSER, F. (2002), *Manual de Gestão de Alimentação e Bebidas*, Edições Cetop, Lisboa.

SHOCK, P., STEFANELLI, J., BOWEN, J. (2004), *Marketing para Restaurantes para Proprietários e Gerentes*, Edições Cetop, Lisboa.

Sítios Web

<https://www.ipq.pt/>

<https://www.tripadvisor.pt/>

<https://www.zomato.com/pt>

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The course teaching methodology will be based on theoretical and theoretical-practical. It will provide a presentation component where the students participation and practical exercises are encouraged. The development of a practical work is also a way of developing skills.

Regular Evaluation

Continuous assessment of the curricular unit presupposes the completion of a written assessment test and the completion of individual and group theoretical-practical work, whose weighting will be:

- **Written Test – 60%**
- **Individual and group theoretical-practical work – 40 %**

The student must obtain, at least, a classification of 8 values in each of the defined tests.

Final Evaluation and Appeal

This type of evaluation will consist of a written test (100%).

This evaluation system is available for students who did not meet the conditions for carrying out the continuous evaluation as well as for those who did not obtain the minimum mark of 10 in the same evaluation procedure.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

In order to achieve the proposed objectives, and taking into account the eminently theoretical-practical nature of the syllabus, students will be offered the theoretical-practical application of techniques and knowledge, as well as the sharing and analysis of case studies, with the due guidance and supervision of the teacher, with a view to training them to plan, organize and carry out the various tasks inherent to the management and practice of operations in food and beverage departments.

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7. ATTENDANCE

In the regular evaluation regime, it is essential that the student has participated and attended at least 75% of the classes. Unless there is a demonstrably justified reason for his absence. Students with student worker status are excluded from this condition.

8. CONTACTS AND OFFICE HOURS

Nelson Soares

Email – nelson.soares@ipg.pt

Office Hours: Wednesday from 15:00 to 16:00 (office C14)

9. OTHERS

Nothing to report.

DATE

18 de setembro de 2023

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Professor

(signature)

Area/Group Coordinator

(signature)