CETT School of Tourism, Hospitality & Gastronomy | Universitat de Barcelona

PROGRAM:

INNOVATIVE DESIGN CONCEPTS FOR SERVICES IN GASTRONOMY AND CULINARY BUSINESSES

THIS PROGRAM CONSISTS OF 2 COURSES THAT MUST BE TAKEN CONCURRENTLY:

-Perspective, Innovation and Product in the Gastronomy Industry (5 ECTS / 3 U.S. semester credits)

-Management of Culinary Businesses (5 ECTS / 3 U.S. semester credits)

Syllabus

2018-2019

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PROGRAM OVERVIEW

I. Introduction and Contextualization

Introduction:

The importance of culinary-restaurant entrepreneurship for a country's people and economy is especially present in current times. This is so due to the fact that the development of small and mid-sized enterprises in this sector is one of the most important means for job development and opportunities in any open economy. Entrepreneurial skills are becoming more and more valued and they play a central role in any sort of business degree. Knowledge of successful experiences and cases has become a crucial necessity.

Key words: entrepreneurship, business plan, service, innovation.

COURSE STRUCTURE: 2 COURSES TAKEN CONCURRENTLY:

PERSPECTIVE, INNOVATION & PRODUCT IN THE GASTRONOMY INDUSTRY (5 ECTS / 3 U.S. semester credits)	**The gastronomy Industry, a Global Perspective**
	Innovation in the Gastronomy Industry
	Product and Service
	Design of Restaurant Spaces and Culinary Businesses
MANAGEMENT OF CULINARY BUSINESSES (5 ECTS / 3 U.S. semester credits)	**The Consumer in a Culinary Environment**
	Marketing Management
	Business Organization and Management

Identification of the Program (Breakdown of Credits and Hours)			
Program Title	INNOVATIVE DESIGN CONCEPTS FOR SERVICES IN GASTRONOMY AND CULINARY BUSINESSES		
Course Titles	-Perspective, Innovation and Product in the Gastronomy Industry (5 ECTS / 3 U.S. semester credits) -Management of Culinary Businesses (5 ECTS / 3 U.S. semester credits)		
Type	International Program Elective Course 4 weeks modality	**ECTS Credits**	2 courses: 5 ECTS each course, 10 ECTS total 5 ECTS = 3 U.S. semester credits
Distribution of hours	**Lecture Hours, Visits and Educational Activities Hours** 2 courses: 45 hours each, 90 hours total	**Study Hours** 160	**Total Hours** 250

II. General and specific skills for the program

General Skills
Project management
Strategic vision
Entrepreneurship initiative
Customer orientation

Specific Skills
Identification of business opportunities
Business design and development
Commercialization of products and services
Business management and control

III. Objectives

		Oriented to the development of:		
Main objective	**Specific objectives of the program**	**Knowledge**	**Skills**	**Attitudes and values**
Lay down the groundwork for the development and management of culinary spaces and/or restaurants	Get to know the characteristics of the industry and how their particularities affect management.	■		
	Acquire ample perspective of consumer behavior as a fundamental skill for decision making.		■	■
	Integrate knowledge and attitude in order to develop and establish the marketing strategy needed for organization.	■	■	■
	Get to know key management elements and needs for the all aspects of an organization	■	■	
	Identify economic keys of different business models in the culinary and restaurant industry		■	
	Recognize and identify the competitive arena within the culinary-restaurant industry, as well as its characteristics and methods of business development.		■	
	Analyze consumer behavior. Learn how to evaluate the possibilities of success.		■	

IV. Contents

PERSPECTIVE, INNOVATION & PRODUCT IN THE GASTRONOMY INDUSTRY

THE GASTRONOMY INDUSTRY, A GLOBAL PERSPECTIVE

Content:

- Introduction to the industry
- Business Models
- Restaurants
- New formulas (Concept Restaurant)

INNOVATION IN THE GASTRONOMY INDUSTRY

Content:

- New trends, innovation in products and services
- Development of an innovative project
- Assessment of the projected innovation

PRODUCT AND SERVICE

Content:

- Design of products and services in the restaurant business
- Details regarding the provision of services. The process of the provision of services in the restaurant business
- Levels and standards of quality
- Experience Management

DESIGN OF RESTAURANT SPACES AND CULINARY BUSINESSES

Content:

- Catering spaces
- Equipment and infrastructure
- Architecture and design tendencies in furniture and in interior design

MANAGEMENT OF CULINARY BUSINESSES

THE CONSUMER IN A CULINARY ENVIRONMENT

Contents:

- Identification of consumer characteristics
- Analysis of consumer behavior
- New consumer habits
- The customer experience in different types of food service business
- Internal and external factors

MARKETING MANAGEMENT

Contents:

- Brand Management
- e-Marketing strategies
- Sales Management
- Revenue Management in restaurants

BUSINESS ORGANIZATION AND MANAGEMENT

Contents:

- Strategic planning, organization and scheduling
- Operations as a strategic key in services businesses
- Managing people
- Income and cost centers

CASE STUDIES:

Moritz Brewery
Food Trucks
Fine Dining Restaurants
Ephemeral Restaurants

V. Methodology

The learning methodology applied in this course consists of several key elements that allow achieving the above mentioned objectives simultaneously.

The methodology is defined as follows:

1. **Theoretic classes** that transfer basic and specific knowledge. Class participation is crucial in order for students to acquire the necessary knowledge and skills targeted in the program.
2. **Case studies** reflect the contents so as to help the student put into practice the theoretic contents.
3. **Complementary activities** such as visits that support the students in further understanding and implementing the contents provided by the program.
4. Students will develop a **Final Project** working in small groups where their skills of self-management, responsibility, leadership and teamwork will be reinforced and practical knowledge gained through an in depth, methodical study of the chosen topic. During this process students will be guided by tutors and will have to present and defend the project on the last day of the course.

VI. Evaluation system

The evaluation of the program will be conducted by reviewing the students' work and participation during the program.
The participants are evaluated on a constant basis during the lectures and through the practical cases to be developed and defended.

The continued evaluation will stand for 40%, the final test evaluation for 20% and the mark for the Project Presentation for 40% of the general mark of the program.

Attendance is mandatory.