

TEACHING GUIDE

CATERING

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
Fecha firma: 18/04/2025 05:53 | Hash: f1d2c29ecc04eae606fb9da2624e1e741.

I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation
<p>The subject "Catering" is focused on providing a general vision about the catering sector, with particular reference to the relationship with protocol, etiquette and culture in events organisation. Accordingly, the subject will train students to learn about protocol origins in catering and the most important concepts, to distinguish between the different enterprises in the catering sector, to organise banquets, to apply protocol in feasts and to understand the keys of communication and customer service. Moreover, students will gain knowledge and capacities of entrepreneurship and sustainability in events and catering sector.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG5. Development of autonomous learning in the field of study CG10. Decision-making and problem-solving skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people CG17. Adequate knowledge of administrations, companies, institutions, government agencies and organisations in general, of the regulations and necessary procedures to carry out work and activities within the scope of protocol and official ceremonies</p>
<p>Specific competences</p> <p>CE3. Knowledge of the cultural and intercultural environment for the development of any protocol activity or event CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event CE11. Knowledge of the professional and business environment related to the practice of the profession CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams CE47. Ability to supervise and manage people and work teams CE48. Ability to design the menu for a function or event, taking into account all participants and their differences. Know how to place and set a table, including the presidential table. Seating etiquette. Ability to adapt the interior design according to the celebration CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases</p>



IV.-Contents	
IV.A.-Syllabus	
Thematic block	Topics
I. The Catering Sector	Chapter 1. Introduction Chapter 2. The Catering Sector Chapter 3. Protocol in Catering and Hospitality
II. Events Management and Protocol in Catering sector	Chapter 4. Event organisation: Preparation of menus and beverage and food pairing. Chapter 5. Organisation and decoration in catering services: banquets and meals. Chapter 6. Budgeting of catering services for events
III. Entrepreneurship, Sustainability and Catering Sector	Chapter 7. Entrepreneurship, Sustainability and Catering Sector

IV.B.-Training activities	
Type	Title
Others	Study verification questionnaires for each topic (8)
Practical / resolution of exercises	Activities proposed by the teacher during the course.
Practical / resolution of exercises	Presentation of group works.
Reading	Readings recommended by the teacher.
Others	Congresses and conferences proposed by the teacher.



V.-Student workload		
Lecture classes	40	
Practical classes/resolution of exercises, case studies, etc.	15	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	10	
Related activities: conferences, seminars, etc.	8	
Preparation of lecture classes	20	
Preparation of practices, exercises, cases studies work	50	
Test preparation	32	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Work placements	Week 1 to Week 15	Individual activities in the classroom.
Reading	Week 1 to Week 15	Reading may be recommended to complement the contents of the course.
Group work	Week 1 to Week 15	Group activities will be proposed to apply the theoretical contents in practical cases.
Tests	Week 1 to Week 15	Final test.
Master classes	Week 1 to Week 15	Explanation of theoretical contents (from topic 1 to 9).
Other activities	Week 1 to Week 15	Other activities can be proposed.
Academic Tutorials	Week 1 to Week 15	Possibility to go in a way to tutorials in the schedules established and agreed upon.



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.



The system of evaluation is composed of:

- **Final test (theoretical-practical).** The final test will take place in May on the date assigned by URJC. This test includes the contents from topic 1 to 9. The minimum grade required in this test is 5. If this test is not passed in the first call, they may be re-evaluated in the second call (July).
- **Group practices.** Minimum mark: 5.
- **Oral presentation.** On the date assigned by the teacher.
- **Class attendance and participation.** Classroom activities will be realized during the course and it should be submitted before the end of each lesson.

Assessment activity	Minimum mark	Type	Percentage	Date	Contents
Theoretical-practical Test	5	To be held on the official date (May). It is possible to be evaluated again in case the student failed the test (July).	35%	Week 15	Units 1 - 9
Group practices	5	These activities could be evaluated again in the July assessment.	40%	Weeks 1-15	Units 1-9
Oral presentation	-	The oral presentation is only evaluated once and, on the date, assigned by the teacher.	10%	Weeks 1-15	Units 1-9
Class attendance and participation	-	The activities should be submitted before the end of each lesson, bar none. The class attendance is only evaluated once.	15%	Weeks 1-15	Units 1-9

Those who are granted academic exemption must complete their evaluation by:

- **Final theoretical-practical exam (50%).** A final theoretical exam will be conducted on the official date set by URJC. A minimum grade of 5 is required to pass the subject and to average with the other grades.
 - **Practical assignments (50%).** A minimum grade of 5 is required to pass the subject and to average with the other grades.
- In the case of authorization for an early evaluation call, the same criteria as for the academic exemption will be applied, but with date adjustments.

VII.B. Assessment of students with an academic exemption



Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

Referecence Generic

- SCANLON, N. L. (2012). Catering management. John Wiley & Sons.
- ALACREU, J.R., (2012). Dirección y Planificación de Servicios y Eventos en Restauración. Editorial Síntesis, Madrid.
- GUIDONET, A. (2016). La antropología de la alimentación. La antropología de la alimentación, 1-95.
- CONTRERAS, J., & ARNAIZ, M. G. (2005). Alimentación y cultura: perspectivas antropológicas (Vol. 392). Barcelona: Ariel.
- ISMAIL, A. (2001). Congresos y catering: organización y ventas. Paraninfo.
- MATTEL, B. (2015). Catering: a guide to managing a successful business operation. John Wiley & Sons.
- MUIÑOS, P. (2006). Protocolo en las comidas. Ediciones Protocolo. Madrid.
- SESMERO, J.L. (2014). Servicio de catering. Ediciones Vértice.
- VALVERDE, A. (2016) Host: La importancia de un buen servicio de sala. Planeta Gastro.
- VALVERDE, A. (2021) La sala al desnudo: El conocimiento, los recursos y las reflexiones para convertirte en un perfecto jefe de sala. Planeta Gastro.
- BALLESTEROS TORRES, P. (2021) Comprender el vino. Planeta Gastro
- BROSSA, M. (2019) DEMISEC y otras reflexiones sobre gastronomía. Planeta Gastro.
- CABERO SOTO, L.C., (2015). Protocolo en Hostelería y Restauración. Ediciones Paraninfo, Madrid.
- CENTELLES, F. (2016) ¿Qué vino con este pato? Planeta Gastro.
- MARTÍN-LORENTE, M., FERNÁNDEZ, C. F. (2014). Aspectos de cultura y comunicación en el protocolo gastronómico y las prácticas de alimentación en diferentes etapas históricas. Historia y Comunicación Social, 19, 831.
- Chang, J., Morrison, A. M., Lin, S. H. H., & Ho, C. Y. (2020). How do food consumption motivations and emotions affect the experiential values and well-being of foodies?. British Food Journal.
- CLYNE, C.M. CLYNE, V. (2015). Modern buffet presentation. John Wiley & Sons
- Doppler, S., Steffen, A., & Wurzer, L. M. (2020). Event catering: Enhancing customer satisfaction by creating memorable holistic food experiences. In Case Studies on Food Experiences in Marketing, Retail, and Events (pp. 133-145). Woodhead Publishing.
- FUSTÉ-FORNÉ, F. (2022). Beyond fueling our bodies to feeding our minds. Journal of Sustainability and Resilience, 2(1), 1.
- OREA-GINER, A. (2023). Health and Safety Issues in Food and Beverage Tourism. In Contemporary Advances in Food Tourism Management and Marketing (pp. 164-179). Routledge.
- OREA-GINER, A., & FUSTÉ-FORNÉ, F. (2023). The way we live, the way we travel: generation Z and sustainable consumption in food tourism experiences. British Food Journal, 125(13), 330-351.
- OREA-GINER, A., FUSTÉ-FORNÉ, F., & TODD, L. (2024). The origin story: behind the scenes of food festivals. Event Management.
- PALOMO, M. (2017). Técnicas de comunicación en restauración. Editorial Paraninfo.
- Pelly, F. E., & Tweedie, J. (2021). Inclusion of Nutrition Expertise in Catering Operations at a Major Global Sporting Event: A Qualitative Case Study Using a Foodservice Systems Approach. Journal of the Academy of Nutrition and Dietetics, 121(1), 121-133.
- RUBERT, D. (2018) La cuenta, por favor: La gestión de negocios de restauración. Planeta Gastro.

Reference literature

ALLEN, J., O'TOOLE, W., HARRIS, R., &MCDONNELL, I. (2012). Festival and Special Event Management. John Wiley & Sons.
 DE URBINA, J. A. (1990). El arte de invitar: su protocolo. Consejo Superior de Relaciones Públicas de España.
 DE URBINA, J. A. (2011). El gran libro del protocolo. Grupo Planeta. España.
 Federación Española de Restauración y Hostelería - www.fehr.es
 GARCÍA, M. (2019) El jamón de York no existe. La guía para comprar saludable y descubrir los secretos del supermercado. Esfera.
 GARCÍA, F., GARCÍA, P. y GIL, M., (2011). Operaciones básicas y servicios en restaurantes y eventos especiales, Ediciones Paraninfo, Madrid.
 Gastroeconomy <http://www.gastroeconomy.com/>
 GUILLÉN, M. D. C. M. (2013). Manual básico de protocolo empresarial y social. Ediciones Díaz de Santos.
 Manual de gestión de restaurantes para emprendedores <http://www.caixabanklab.com/elbullifoundation/es/libro-mise-en-place/>
 National Association for Catering and Events (NACE) <https://www.nace.net>
 Protocolo y Etiqueta - www.protocolo.org
 RÍOS, C. (2019) Come comida real. Ediciones Paidós.
 SESMERO, J.L., (2011). Aprovechamiento y Montaje para Servicios de Catering, Editorial Innovación y Cualificación, Málaga.
 SOTO, C. (2015). Normas de Protocolo en restauración. Ediciones Paraninfo, Madrid.
 The Catering Institute <https://catering institute.com>

IX.-Lecturers/Teachers/Professors	
Lecturer/teacher/professor´s name	HEND FARAHAT ISSA FARAG
E-mail address	hend.farag@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	No
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0