


## ASIGNATURA DE DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

<b>1. Competences</b>	To develop and manage a gastronomic concept through the diagnosis of culinary potential, menu engineering, representative Mexican and international cuisine, financial and strategic management tools, and applicable regulations to strengthen the gastronomic sector and contribute to the economic development of the area.
<b>1. Term</b>	Tenth
<b>2. Theory hours</b>	25
<b>3. Practical hours</b>	35
<b>4. Total hours</b>	60
<b>5. Weekly hours</b>	4
<b>6. Objective</b>	The student will integrate a resource management plan for application to a business model of the gastronomic industry.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
<b>I. Business model elements</b>	15	15	30
<b>II. Opening plan</b>	10	20	30
<b>Total</b>	<b>15</b>	<b>35</b>	<b>60</b>


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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	

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## LEARNING UNITS

<b>1. Learning Unit</b>	<b>I. Business model elements</b>
<b>2. Theoretical Hours</b>	15
<b>3. Practical Hours</b>	15
<b>4. Total</b>	30
<b>5. Objective</b>	The student will develop a business model for application to food and beverage establishments.

Topic	knowledge	Skills	Values
Introduction to business models	<p>Identify the business model concept.</p> <p>Understand the importance of a business model in the gastronomic industry.</p> <p>Describe the types of business models applicable to the gastronomic industry:</p> <ul style="list-style-type: none"> <li>• Long tail</li> <li>• Bait and hook</li> <li>• Multilateral platforms</li> <li>• Disruptive</li> <li>• Membership</li> <li>• Franchise or license</li> </ul>	Select a business model applicable to a gastronomic concept.	<p>Analytical</p> <p>Systematic</p> <p>Critical thinking</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>Proactive</p> <p>objective</p> <p>Creativity</p> <p>Honest</p> <p>Ethical</p> <p>Assertive</p> <p>Dynamism</p> <p>Teamwork</p> <p>Punctuality</p> <p>Efficient</p>

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	


Topic	knowledge	Skills	Values
Structure of the business model	Explain the structure of the business model: <ul style="list-style-type: none"> <li>• Value proposal</li> <li>• Key activities</li> <li>• Key partners</li> <li>• Key resources</li> <li>• Relationships with customers</li> <li>• Channels</li> <li>• Customer segments</li> <li>• Cost structure</li> <li>• Sources of income</li> </ul>	Propose business models.	Analytical Systematic Critical thinking Responsibility Discipline Organized Proactive objective Creativity Honest Ethical Assertive Dynamism Teamwork Punctuality Efficient

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	

# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

## EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>Starting from a gastronomic concept, you will develop a business model that includes:</p> <ul style="list-style-type: none"> <li>- Value proposal</li> <li>- Key activities</li> <li>- Key Partners</li> <li>- Key resources</li> <li>- Relationships with customers</li> <li>- Channels</li> <li>- Customer segments</li> <li>- Cost structure</li> <li>- Sources of income</li> </ul>	<ol style="list-style-type: none"> <li>1. Understand the basic concepts of a business model.</li> <li>2. Understand the importance of a business model.</li> <li>3. Identify the types of a business model</li> <li>4. Understand the business model structure.</li> </ol>	<p>Project Rubric</p>

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	


# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

## TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Project-based learning Collaborative teams Research	Computer Multimedia equipment Printed material Internet Printed

## TRAINING FACILITIES

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	

# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS


## LEARNING UNITS

<b>1. Learning Unit</b>	<b>II. Opening plan</b>
<b>2. Theoretical Hours</b>	10
<b>3. Practical Hours</b>	20
<b>4. Total</b>	30
<b>5. Objective</b>	The student will develop a resource management plan for application in a gastronomic business model.

Topic	knowledge	Skills	Values
Legal framework	<p>Identify the regulations applicable to a gastronomic business model.</p> <p>Identify the legal procedures and permits for the opening and operation of a gastronomic business model.</p> <p>Identify the legal form applicable to the gastronomic business model.</p>	Propose the legal form applicable to the gastronomic business model.	Analytical Systematic Critical thinking Responsibility Discipline Organized Proactive objective Creativity Honest Ethical Assertive Dynamism Teamwork Punctuality Efficient

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	


Topic	knowledge	Skills	Values
Resource management in the company	<p>Recognize the types of resources in a company. Identify the importance of resource management.</p> <p>Describe the elements of a resource management plan: Human, financial, material, time.</p> <p>Identify resource management strategies: Obtaining resources Distribution of resources.</p> <p>Identify the concept and elements of the contingency plan:</p> <ul style="list-style-type: none"> <li>• Scenarios</li> <li>• Critical activities</li> <li>• Priority activities</li> <li>• Mitigation activities</li> </ul>	Propose a resource management plan in the company.	<p>Analytical</p> <p>Systematic</p> <p>Critical thinking</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>Proactive</p> <p>objective</p> <p>Creativity</p> <p>Honest</p> <p>Ethical</p> <p>Assertive</p> <p>Dynamism</p> <p>Teamwork</p> <p>Punctuality</p> <p>Efficient</p>

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# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

## EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>Based on a business model, you will prepare a business resource management plan that includes:</p> <ul style="list-style-type: none"><li>• Legal form of operation of the company.</li><li>• List of procedures and permits for the operation.</li><li>• Resource plan: human, financial, material, time.</li></ul>	<ol style="list-style-type: none"><li>1. Understand the regulations applicable to gastronomic business models.</li><li>2. Identify the elements of a resource management plan.</li><li>3. Implement a resource management plan.</li></ol>	<p>Case study Rubric</p>

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	




# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

## TEACHING-LEARNING PROCESS

Methods and teaching techniques	Teaching aids and materials
Case analysis Problem solving Research	Computer Multimedia equipment Printed material Internet Printed

## TRAINING FACILITIES


Classroom/virtual classroom	Languages Lab/Work shop	Company
X		

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## DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

### CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT


Capability	Performance Criteria
<p>Diagnose human, material, technical and financial resources through the analysis of positions and functionality of the equipment, basic financial statements, and applicable regulations to determine and optimize resources.</p>	<p>Prepare the diagnosis of the resources and integrate the report with the following:</p> <p>A) Human Resources:</p> <ul style="list-style-type: none"> <li>- Job analysis: functions, skills, abilities, aptitude, attitude, and job profile</li> <li>- Diagnosis of training needs</li> </ul> <p>B) Material resources:</p> <ul style="list-style-type: none"> <li>- Inventories of facilities, equipment, and raw materials: use, handling, usefulness, and probable life.</li> </ul> <p>C) Financial Resources:</p> <ul style="list-style-type: none"> <li>- Cost analysis of: production and operation</li> <li>- Basic financial statements: internal controls of the functional areas</li> </ul> <p>D) Technical Resources:</p> <ul style="list-style-type: none"> <li>-Software</li> <li>-The establishment's menu</li> <li>-Inventories</li> <li>-Process engineering</li> </ul> <p>E) Applicable regulations:</p> <ul style="list-style-type: none"> <li>-License and operating permits.</li> </ul>

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<b>APROBÓ:</b>	C. G. U. T. y P.	<b>FECHA DE ENTRADA EN VIGOR:</b>	Septiembre de 2020	

Capability	Performance Criteria
<p>Plan human, material, technical and financial resources considering the diagnosis of resource needs, applicable regulations, strategic planning tools and organizational development, as well as the preparation of budgets and indicators, for the fulfillment of the organization's objectives.</p>	<p>Prepare the planning and integrate a report with the following:</p> <p>A) Organizational philosophy</p> <p>B) Objectives: operational, tactical and strategic.</p> <p>C) Plans and programs of the functional areas: lines of action, contingencies, and critical control points:</p> <ul style="list-style-type: none"> <li>- human resources: induction and training of personnel</li> <li>- Material resources: purchases, supplies, infrastructure, and preventive and corrective maintenance</li> <li>- financial resources: income and expenditure budgets and projections</li> </ul> <p>D) Process engineering:</p> <p>I. Operational manuals for kitchen, warehouse, purchasing, customer service area, bar, comptroller's office and administration:</p> <ul style="list-style-type: none"> <li>- Functions, objectives, scope and responsible unit</li> <li>- Organizational structure of the areas</li> <li>- Regulatory framework</li> <li>- Functional areas</li> <li>- Times and movements of the areas</li> <li>- Flow diagrams of the areas: kitchen, warehouse, shopping, dining room, bar, comptroller, and administration</li> <li>- Schedule of activities</li> <li>- Applicable formats</li> <li>- Establish critical control points</li> </ul> <p>E) Checklists of functional areas.</p> <p>F) Establish indicators of the functional areas:</p> <ul style="list-style-type: none"> <li>- Production</li> <li>- Performance</li> <li>- Quality</li> </ul>

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Capability	Performance Criteria
<p>Coordinate human, material, technical and financial resources considering the planning and applicable regulations, using accounting, financial, administrative and quality management tools to achieve the established goals.</p>	<p>Coordinates the operation of the areas and delivers the operation report that contains:</p> <ul style="list-style-type: none"> <li>- Degree of compliance with the indicators of: <ul style="list-style-type: none"> <li>- production</li> <li>- performance</li> <li>- quality</li> </ul> </li> <li>- Degree of compliance with the internal controls of the functional areas.</li> <li>- Procedures checklists.</li> <li>- Logs of functional areas</li> <li>- Incident report</li> </ul>
<p>Evaluate the administration of resources through the analysis of results, evaluation tools and considering the applicable regulations to determine improvement strategies continuous and decision making.</p>	<p>Evaluates resource management and submits a report containing:</p> <p>I. Results:</p> <p>a) Human resources:</p> <ul style="list-style-type: none"> <li>- staff performance evaluation</li> <li>- Compliance with production, performance and quality indicators of the functional areas.</li> <li>- working environment</li> </ul> <p>b) Material and technical resources:</p> <ul style="list-style-type: none"> <li>- Functionality and physical condition audit report of the facilities and equipment.</li> </ul> <p>c) Financial Resources:</p> <ul style="list-style-type: none"> <li>- Basic financial statements</li> </ul> <p>d) Regulations</p> <ul style="list-style-type: none"> <li>- compliance with applicable regulations</li> </ul> <p>II. Proposal for improvement: preventive and corrective actions</p>

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# DESARROLLO DE NEGOCIOS GASTRONÓMICOS BIS

## REFERENCES

Author	Year	Title	City	Country	Editorial
Balanko Greg	2008	<i>Cómo preparar un Plan de Negocios Exitoso</i>		México	McGraw Hill
Duron, Carlos	2017	<i>El plan de negocios para la industria restaurantera</i>		México	Trillas
Osterwaalder, Alexander	2013	<i>Generación de Modelos de Negocio</i>		Estados Unidos	Deusto
Clark, Tim. Osterwalder, Alexander	2012	<i>Tu modelo de negocio</i>		Estados Unidos	Deusto
Izquierdo, Carrasco, Francisco Alfonso	2016	<i>Generación de modelos de negocio</i>			Ic Editorial

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