

ASIGNATURA DE SERVICIO DE ALIMENTOS Y BEBIDAS BIS

1. Competences	To coordinate the food and beverages area through planning, execution and evaluation of the preparation of gastronomic products, considering the procedures, standards and regulations, in order to contribute to the profitability of the organization and to strengthen the gastronomic industry and culture.
2. Four month term	Second
3. Theoretical hours	20
4. Practical hours	40
5. Total hours	60
6. Total hours per week	4
7. Learning objective	The student will develop service for diners in food and beverage establishments, through the selection of equipment, types of presentation and attention to the diner in order to contribute to customer satisfaction and the profitability of the organization.

Learning units	Hours		
	Theory	Practice	Total
I. Introduction to food and beverages service	10	15	25
II. Customer service	10	25	35
Total	20	40	60

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LEARNING UNITS

1. Learning unit	I. Introduction to food and beverages service
2. Theoretical hours	10
3. Practical hours	15
4. Total hours	25
5. Learning unit objective	The student will practice delivering food and beverage service in order to comply with the expectations of the customer.

Topics	Knowledge	Skills	Values
Introduction to service	To identify the origin and evolution of food and beverages service.		Responsible Honest Proactive Creative Work under pressure Self-control Committed Respectful
Utensils and equipment for food and beverages service	<p>To identify the utensils used in the dining room area: crockery and plates.</p> <p>To recognize the minor equipment of the bar area: glassware.</p> <p>To identify the specialized equipment of the dining room and bar area: - guerdón (serving table) - digital service software equipment</p> <p>To identify the furniture trends for the dining room.</p>	To select major and minor equipment according to the necessities of the service.	Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude Analytical Systematic

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Types of service	<p>To identify the concept and types of service in the food and beverage industry:</p> <ul style="list-style-type: none"> - English service - French service - Russian service - American service - Room service - Buffet service <p>To identify the elements that compose the setting of a table:</p> <ul style="list-style-type: none"> - type of service - menage and petite menage - glassware - tablecloths - uniformity 	<p>To select the types of service according to the necessities of the establishment or event.</p> <p>To demonstrate the types of service and setting of the table.</p>	<p>Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude Analytical Systematic</p>
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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>From a practical case the student will create a portfolio of evidence that has:</p> <ul style="list-style-type: none"> - brief history of the evolution of service in the food and beverage area - video of the delivery of service 	<ol style="list-style-type: none"> 1. To identify the origins and evolution of food and beverages service. 2. To identify food and beverages service equipment. 3. To understand the types of service. 	<p>Practice exercises Check list</p>

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LEARNING-TEACHING PROCESS

Teaching methods and techniques	Teaching aids and materials
Laboratory practice Research Collaborative teams	Internet Multimedia equipment Printed case studies Major and minor equipment

TRAINING FACILITIES

Classroom	Laboratory/workshop	Company
	X	

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LEARNING UNITS

1. Learning unit	II. Customer service
2. Theoretical hours	10
3. Practical hours	25
4. Total hours	35
5. Learning unit objective	The student will practice service in food and beverages establishments, in order to contribute to customer satisfaction.

Topics	Knowledge	Skills	Values
Placement of furniture for service	To identify the types of placement for services of food and beverages: - in restaurants according to the concept and characteristics - in events: - executive: - horseshoe - L - peine - espiga - auditorium/theater - social: - dinner dance - cocktail - banquet - imperial	To make placements of furniture according to the characteristics of the establishment or event.	Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude
Distribution of service in the food and beverages area	To identify the functions of personnel in food and beverage service. To identify the distribution of food and beverages establishments: - customer reception area - bar area - smoking and non-smoking areas - service stations - games areas	To determine the areas of dining rooms in food and beverages establishments.	Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude

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<p>Sequence of service</p>	<p>To identify the activities and complementary functions for the opening of service of the establishment.</p> <p>To identify the characteristics of the different types of diners.</p> <p>To identify the process of customer service:</p> <ul style="list-style-type: none"> - reservation - reception - table assignment - specials - offers - menu presentation - taking the order: attention on the diner - delivery of food and beverages - bill and invoice - removal of unused crockery and glassware - farewell to the diner - post sales service <p>To identify the characteristics and use of software in the operations of food and beverages service.</p>	<p>To develop the process of service to the customer.</p>	<p>Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude</p>
<p>Managing conflicts</p>	<p>To identify the concepts of complaints and suggestions.</p> <p>To identify constructive and destructive criticism.</p> <p>To identify areas of opportunity in front of an unsatisfied diner:</p> <ul style="list-style-type: none"> - complaints about the food or beverages - missing items in the facilities - attitude of the staff 	<p>To manage and find solutions for complaints and suggestions regarding service to the customer.</p>	<p>Punctual Work in team Responsible Neat Honest Proactive Creative Work under pressure Self-control Committed Respectful Service attitude</p>

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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>From a practical case, the student will create a portfolio of evidence that has:</p> <ul style="list-style-type: none"> - placement of furniture according to the establishment - distribution scheme - flow chart of the service sequence - strategies for managing conflicts - video of service to the diners - conclusions 	<ol style="list-style-type: none"> 1. To identify the placement of furniture for food and beverage establishments and events. 2. To understand the process of service to diners. 3. To identify the types of clients. 4. To analyze strategies to resolve conflicts with diners. 	<p>Practice exercises Check list</p>

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LEARNING TEACHING PROCESS

Teaching methods and techniques	Teaching aids and materials
Laboratory practice Role plays Collaborative teams	Internet Specialized software Multimedia equipment Printed cases Major and minor equipment

TRAINING FACILITIES

Classroom	Laboratory/workshop	Company
	X	

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SERVICIO DE ALIMENTOS Y BEBIDAS BIS

CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT


Capability	Performance criteria
To determine the characteristics of service through a diagnostic of the requirements of the customer and the operation, in order to offer alternative services.	The student makes a diagnostic for a gastronomic service that includes: <ul style="list-style-type: none"> - requirements of the client, type of event, number of people, menu, budget, duration of the event, schedule, date and location. - types of service - required supplies: raw material, personnel, utensils and equipment and furniture - at least 3 service alternatives: types of service, menu and budget.
To plan the logistics of gastronomic service considering the characteristics of the event, the available resources, schedule of activities and applicable regulations, in order to comply with the requirements of the customer and to optimize the resources.	The student makes the logistic plan of a gastronomic service, considering the applicable regulations that includes: <ul style="list-style-type: none"> - order of the event: type of event, name of the event, number of people, date, schedule, menu, advance, presentation characteristics, location and areas involved. - timeline of activities: personnel, activities, roles, timing and responsibilities - requisitions of supplies
To coordinate the operation of a gastronomic service according to the logistical planning determined, supervision tools, and resource management in order to resolve contingencies and comply with the requirements of the customer.	The student supervises the operation of a gastronomic service and records it in a master control sheet, including: <ul style="list-style-type: none"> - activity in process: compliance and adjustment of roles, function and timing, and control of raw material - activity executed: compliance and adjustment of schedule activities - observations and incidents
To evaluate the gastronomic service through analysis of the results of the operation and measurement of customer satisfaction, to propose strategies for continuous improvement.	The student prepares a written report to evaluate the gastronomic service, that includes: <ul style="list-style-type: none"> - instruments to measure customer satisfaction - analysis of the master control sheet and the results of customer satisfaction - proposals for correction and improvement.

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REFERENCES

Author	Year	Title	City	Country	Publisher
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Francisco Garcia Ortiz	2009	<i>Técnicas de servicio y Atención al cliente</i>	Madrid	España	Paraninfo
Brian Cooper	2002	<i>Como iniciar y Administrar un Restaurante</i>	Bogotá	Colombia	Grupo Editorial Norma
K. Douglas Hoffman	2002	<i>Fundamentos de Marketing de Servicios: Conceptos, Estrategias y Casos</i>	México	DF	Thompson
Leonard L. Berry	2004	<i>Un buen Servicio ya no basta</i>	Madrid	España	Deusto
Reay Julia	2008	<i>Administración del servicio de alimentos</i>	México	México	Trillas
Douglas Sutherland	2010	<i>Servicios de Restaurantería</i>	México	México	Trillas
Sánchez Maza Miguel Ángel	2008	<i>Servicios de Barra</i>	México	México	Limusa
Sánchez Maza Miguel Ángel	2008	<i>Preparación y presentación del Servicio de Comedor</i>	México	México	Limusa
Reay Julia	2005	<i>Restauranteria Básica</i>	México	México	Trillas

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