

Guía Docente

DATOS DE IDENTIFICACIÓN

Titulación:	Gastronomía		
Rama de Conocimiento:	Ciencias		
Facultad/Escuela:	Ciencias Jurídicas y Empresariales		
Asignatura:	Sistemas de Información Tecnológica para Restaurantes y Hoteles		
Tipo:	Optativa	Créditos ECTS:	3
Curso:	4	Código:	1490
Periodo docente:	Séptimo semestre		
Materia:	Administración de Hoteles y Restaurantes		
Módulo:	Disciplinar		
Tipo de enseñanza:	Presencial		
Idioma:	Castellano		
Total de horas de dedicación del alumno:	75		

Equipo Docente	Correo Electrónico
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DESCRIPCIÓN DE LA ASIGNATURA

Technological information systems allow hotels and restaurants a proper distribution, commercialisation and control over the wide variety of products they have on offer. These tools are fundamental for the hotels and restaurants to be competitive. This subject will allow the student to gain the knowledge and the basic skills that these systems require

OBJETIVO

Develop the knowledge and skills to implement the use of the information technological systems. This goal will be achieved by the case studies, individual or team work using the advanced information tools that the students will use. Through them they will reach and give answer to real case scenario problems whether they are commercial, control or organisation cases

CONOCIMIENTOS PREVIOS

The ones that the Degree requires

CONTENIDOS

1. Informatic tools for hotel management and related projects
2. Programming and specialised software for hotel management: front desk, office, CMR (Customer Relationship Management), event organisation, bookings, income and revenue analysis, quality control management of accounting and bookkeeping.
3. Advance programming and software for restaurant management (food and beverage): sales terminal, stock management, personnel management, CRM and loyalty customer schemes, reports.

ACTIVIDADES FORMATIVAS

PARTICIPATORY MASTER CLASS

The aim of this kind of lecture is to allow the student to become an important part of the lesson by interacting actively with the lecturers. This proactive attitude of the student gives a more agile and effective way of learning. The teacher will lead and guide the student, being the student himself to search independently. This methodology applies very well to develop the skills that the student will need for research

TEAM WORK IN SMALL CLUSTERS

The number of students at the university makes doable to organise the team work in a reduced number of individuals. Slavin states that small number of people working together in teams and assessed according to the productivity of the group itself will enhance the personal responsibility and positive interrelation between the members of the group

CASE METHOD

Research and analysis of a real case will help the student to reach the base for an inductive study

TUTORIAL ACTION SYSTEM

Includes group debate, interviews, self reports and follow up tutorial reports

RESEARCH

Search information from different sources and documents, analysis and synthesis from data plus summing up and developing conclusions

DISTRIBUCIÓN DE LOS TIEMPOS DE TRABAJO

ACTIVIDAD PRESENCIAL	TRABAJO AUTÓNOMO/ACTIVIDAD NO PRESENCIAL
30 horas	45 horas
Lectures 12h Case study with computing tools 17h Tutorial sessions 1h	Theoretical and practical study 45h

COMPETENCIAS

Competencias básicas

Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio

Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

Competencias generales

Asumir un compromiso ético personal e institucional en el trabajo

Asumir y conocer los principios del desempeño de las funciones directivas a nivel de departamento, proyecto y empresa en los sectores de hotelería y restauración

Saber trasladar la teoría y conocimientos adquiridos a realidades y acciones prácticas

Adoptar una actitud de avidez intelectual, interés científico y búsqueda del saber y la verdad en su desempeño profesional y personal

Competencias específicas

Entender y saber mantenerse actualizado acerca de la realidad del entorno, necesidades, mercado y aplicaciones del sector gastronómico, hotelero y de las artes culinarias

Considerar siempre al cliente como la razón de ser de la empresa

Desarrollar la sensibilidad y el hábito de valorar tiempos y costes, la economía de gastos, el aprovechamiento de productos y el diseño de menús y servicios hoteleros con criterios económicos

Familiarizarse con la realidad profesional del sector y ganar experiencia trabajando en entornos y situaciones reales y bajo normativas, exigencias y supervisión formales

RESULTADOS DE APRENDIZAJE

Understands the practical of the computing systems applied to hotels and restaurants to get more efficient use of time through the study of real cases

Checks, analyses and validates the practical results through the mock study cases proposed in the program

Plans rigorously the actions to put in place to get the goals that have been previously marked to offer a better service to the customer, as shown with case studies

Makes good use of the information technologies produced by the computing systems in the different areas of hotels and restaurants as assessed in real case studies proposed in the program

SISTEMA DE EVALUACIÓN DEL APRENDIZAJE

Students of first enrolment

Written exam , test or short answers 70%
Daily assessment 10%
Assistance and class participation 15%
Practice assessment studies 5%

The student will not be able to pass the subject just by being successful in one exam

For the student has lost the right to get the on-going evaluation because of the number of absences(this number of absences should never be more than 20%) only the theory and practice grade will be taken into account for the final grade. In order to pass the subject the student will need to get more than five, for both theory and practice

Academic exemption or dispensation

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the written theory exam and the practical one.

In this case the written exam will count 70% and the practice assessment exam a 30%

Students of second or subsequent enrolments

The students of second or subsequent enrolments will have the two options mentioned before, it is mandatory to communicate the professor at the beginning of the semester

The student will not be able to pass the subject with just one assessment

Extraordinary examinations

In this case the assessment criteria applied will be the same as the two previous ones

BIBLIOGRAFÍA Y OTROS RECURSOS

Básica

AMADEUS SELLING PLATFORM AMADEUS (2009): "Amadeus Selling Platform: Manual del usuario. Ventas y Comercio Electrónico", Madrid

Madrid. González, L. y Talón P. (2006): Dirección Hotelera: Operaciones y Procesos, Ed. Síntesis

González, L. y Segovia, M. (2012): El Yield-Revenue Management en la gestión hotelera, Ed. Delta.

ÓPERA Dorado J.A.; Cerra, J. (2004): Manual de Recepción y Atención al Cliente, SÍNTESIS.