

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Organizacija in procesi v prehrabnenih obratih
Course title:	Management of food and beverage operations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski visokošolski strokovni, 1.stopnja	/	2	2
Tourism Enterprise Management, Undergraduate professional study programme, 1st level	/	2	2

Vrsta predmeta / Course type obvezni / mandatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	/	15 LV in 15 (KV)	/	120	6

Nosilec predmeta / Lecturer: doc.dr. Marko Kukanja, izr. prof. dr. Gorazd Sedmak

Jeziki / Languages:	Predavanja / Lectures:	Slovenski / Slovene
	Vaje / Tutorial:	Slovenski / Slovene

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
/	/

Vsebina:

Uvod v prehrabeno gostinstvo

- zgodovinski razvoj
- vrste in značilnosti prehrabnenih gostinskih obratov
- organiziranost prehrabnenih gostinskih obratov
- trendi v prehrabnem gostinstvu
- sistemi in obrati prehrabnega gostinstva
- trg prehrabnega gostinstva

Organizacija in povezovanje procesov v prehrabnenih gostinskih obratih

- organizacija glede na vrsto gostinskega prehrabnega obrata
- organizacija glede na tip ponudbe
- organizacija glede na ciljne skupine porabnikov
- poslovni procesi v prehrabnenih gostinskih obratih
- povezovanje poslovnih procesov v prehrabnenih gostinskih obratih

Kadri v prehrabnem gostinstvu
Management hrane in pijače

Content (Syllabus outline):

Introduction to catering industry

- historical development
- types and characteristics of food serving establishments
- organisation of F&B establishment
- trends in food industry
- systems and food catering establishments
- organisation of the catering market

Organization and integration of processes in catering establishments:

- organization depending on the type of restaurant business
- organization according to the type of F&B offer

- Organization according the target group of customers
- Business Processes in the F&B industry

- vloge in odgovornosti managementa hrane in pijače pri oblikovanju ponudbe
- spoznavanje obrokov prehrane
- oblikovanje ponudbe za različne ciljne skupine gostov
- instrumenti prodaje
- ponudba za izredne obroke
- ponudba pijač

Gastronomska ponudba

Operativni kontroling

Priprave pred proizvodnjo in proizvodnja v prehrambenih gostinskih obratih

- spoznavanje procesov
- oskrba z materialom
- proces prenosa materialov v proizvodnjo in prodajo
- tehnologija in organizacija dela v kuhinji ter oblikovanje standardov
- tehnologija in organizacija prodaje ter oblikovanje standardov
- analiza procesa strežbe

- Integration of internal business processes
Careers in the catering industry

- Food and beverage management.
- Management roles and responsibilities in the design of F&B offer.
- Food meals (types, organisation, offer).
- F&B offer for different target groups.
- Sales Instruments.
- Special events and banqueting.
- Beverages and wine offer.

The gastronomic offer.

Controlling of F&B operations.

Preparation prior to production and food production in catering establishments.

- Supply of materials.
- Technology and work organization in the kitchen and standards design.
- Organization and standardisation of sales process.
- Analysis of the service process.

Temeljni literatura in viri / Readings:

Osnovna:

KUKANJA, Marko. (2012) *Management prehrambenih obratov : operativni procesi*. Koper: Založba Univerze na Primorskem

Metz, R., Grüner, H., Kessler, T., Trojer, N., Nahtigal, B., & Rajher, Z. (2006). *ABC kuharstva, strežbe in hotelirstva*. Tehniška založba Slovenije.

Kukanja, M., Fonovič, V. Izbrano študijsko gradivo za interno uporabo (2011). Gradiva za vaje.

Kamenšek, J., Pertoci, P., Koklič, S. (2006). *Strežba z organizacijo dela*. Linz: Trauner Verlag.

Frelih, J., Polak, A. (1997). *Strežba*. Ljubljana: DZS.

Cilji in kompetence:

Namen in cilji predmeta:

Cilj predmeta je seznaniti študenta s poznavanjem poslovanja posameznih vrst gostinskih obratov, njihovimi značilnostmi ter pogoji za uspešno poslovanje le-teh. Vsebine predmeta se osredotočajo na poznavanje internih poslovnih procesov znotraj gostinskega podjetja, organizacije dela in tehnologije s čimer študent osvoji znanja potrebna za vodenje tovrstnih podjetij. Izbrane vsebine se smiselno nadgrajujejo s čimer dosežemo popolno predstavitev posameznih pomembnih poslovnih vsebin izbranega področja. Specifičnost predmeta je povezana s specifikami dejavnosti in tako zajema segmente razvoja, organizacije in poslovanja prehrambenih gostinskih obratov.

Kompetence, ki jih razvija predmet:

Razumevanje pomena učinkovitega in kakovostnega razvoja gostinskih podjetij za razvoj turizma

Objectives and competences:

The course aims to acquaint students with the knowledge of the operation of certain types of catering establishments, their characteristics and conditions for their successful operation. The course focuses on knowledge of internal business processes within a catering company, work organization and technology, so students acquire the knowledge needed to manage such businesses. Selected topics are meaningful upgrade in order to achieve a complete presentation of certain critical content of the selected areas. The specificity of the subject is associated with specific activities of the industry and also includes segments of development, organization and operation of food serving establishments.

Predvideni študijski rezultati:

Intended learning outcomes:

Poznavanje operativnih postopkov v PGO, sposobnost organiziranja dela in poznavanje vlog posameznih procesov v PGO (prehrambenem gostinskem obratu).	Students learn about operation procedures and role of various understand how F&B facilities operates as a whole.
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Metode poučevanja in učenja:

Načini dela pri predmetu:
Predavanja, klinične vaje, diskusije, reševanje primerov, študija primera. Pri kliničnih vajah se lahko do 30% vsebin izvede v e-učilnici.
Delo v realnem okolju.

Povezanost z drugimi predmeti:

Vsebine predmeta se v nekaterih sklopih ujema s področjem ekonomike turističnih podjetij. Povezava v smislu nadgradnje znanja oziroma specifične strokovne rabe se pojavlja pri primerjavi predmetnega področja Upravljanje poslovnih sistemov s predmetom Organizacija in procesi v prehrabnenih obratih.

Learning and teaching methods:

Coursework:

Lectures, clinical work, discussion, problem cases, case studies. Up to 30% of clinical work can be done in e-environment.

Work in a real environment.

Links to other courses:

The course content in some sections match the course Economics of tourism businesses. Link in terms of upgrading skills and specific professional use occurs when comparing the subject area of the course Business management systems with the subject-course Organization and processes of catering establishments.

Načini ocenjevanja:

Obveznosti študentov:
Udeležba na predavanjih in vajah ter obvezno aktivno sodelovanje pri reševanju poslovnih primerov, seminarskih nalog oz. raziskovalnem delu v podjetjih. Delež obveznega obiska na vajah je 80%, udeležba na predavanjih je zaželeno in je v tej smeri tudi sugerirana.

Oblike preverjanja in ocenjevanja znanja:

Pogoj za pristop k izpitu je priznana inškrpcija in frekvenca, ki se sistematično vodijo s računalniškim podpornim sistemom ŠIS. Izpit je pisni, ustni, ali pisni in ustni, pri čemer mora kandidat **za uspešno opravljen izpit obvladati vsaj 60% vseh obravnavanih vsebin.**

Posebnosti predmeta:

Z združevanjem predavanja omenjenih vsebin študentje nadgrajujejo oziroma oplajajo znanja s področja razumevanja organizacije posebnih dogodkov v gostinskih obratih.

Delež (v %) /
Weight (in %)

Assessment:

Type (examination, oral, coursework, project):

Student participation in class discussions and active participation in solving business case studies, seminars, exercises and research work is required. The share of compulsory coursework visit is 80%. Attendance at lectures is highly recommended.

**80 %
izpit/exam**

**20% seminar.
nalog/work**

Prerequisite for taking the final exam is the recognized frequency, which is supported by a systematic computerized support system SIS. The exam is a written, oral, or written and oral, with the candidate **to pass command of at least 60% of all issues discussed.**

Course specifics:

By combining the content of these course students build knowledge in understanding the organization of special events.

Reference nosilca / Lecturer's references:

Doc. dr. Marko Kukanja:

1. KUKANJA, Marko, GOMEZELJ OMERZEL, Doris, KODRIČ, Borut. Ensuring restaurant quality and guests' loyalty : an integrative model based on marketing (7P) approach. *Total quality management &*

business excellence, ISSN 1478-3363, 2016, vol. , iss. , str. 1-18. <http://www.tandfonline.com/doi/pdf/10.1080/14783363.2016.1150172>, doi: [10.1080/14783363.2016.1150172](https://doi.org/10.1080/14783363.2016.1150172). [COBISS.SI-ID [1538177476](#)],

2. KUKANJA, Marko. Restaurant quality measurement based on marketing factors, the managers' perspective. *Academica turistica*, ISSN 1855-3303, nov. 2015, year 8, no. 2, str. 15-28, 107, tabele. <http://www.hippocampus.si/ISSN/2335-4194/Academica%20Turistica,%20Year%208,%20No.%202,%20November%202014,%20ISSN%202335-4194.pdf>. [COBISS.SI-ID [1538188484](#)]

3. KUKANJA, Marko, PLANINC, Tanja. Restaurant quality, a cross-national comparison between two neighbouring North Mediterranean domestic customers' perspective. *Academica turistica*, ISSN 1855-3303, nov. 2015, year 8, no. 2, str. 85-96, 110, tabele. <http://www.hippocampus.si/ISSN/2335-4194/Academica%20Turistica,%20Year%208,%20No.%202,%20November%202014,%20ISSN%202335-4194.pdf>. [COBISS.SI-ID [1538206148](#)]

4. KUKANJA, Marko. The quality of the dining experience - a literature overview. *Academica turistica*, ISSN 1855-3303, jun. 2014, year 7, no. 1, str. 47-60, 72-73, tabele. [COBISS.SI-ID [1536886724](#)]

5. KUKANJA, Marko, PLANINC, Tanja. The response of the restaurant industry to the financial crisis. *Ekonomska misao i praksa*, ISSN 1330-1039, 2013, god. 22, br. 1, str. 39-56. [COBISS.SI-ID [1489118](#)]

6. KUKANJA, Marko, PLANINC, Tanja. Operational crisis management techniques in the catering industry in times of recession : the case of the municipality of Piran = Operativne tehnike kriznega upravljanja v gostinstvu v času recesije : primer občine Piran. *Naše gospodarstvo*, ISSN 0547-3101. [Tiskana izd.], 2013, letn. 59, št. 1/2, str. 75-85, tabele, doi: [10.7549/ourecon.2013.1-2.08](https://doi.org/10.7549/ourecon.2013.1-2.08). [COBISS.SI-ID [1463006](#)]

7. KUKANJA, Marko, PLANINC, Saša. The impact of economic crisis on the motivation to work in food service : the case of the municipality of Piran. *Academica turistica*, ISSN 1855-3303, dec. 2012, year 5, no. 2, str. 27-38, ilustr. [COBISS.SI-ID [1448158](#)]

Izr. prof. dr. Gorazd Sedmak:

1. SEDMAK, Gorazd. *Menedžment prehrambenih obratov : strateški pogled*, (Knjižnica Annales Turistica). Koper: Univerza na Primorskem, Znanstveno-raziskovalno središče, Univerzitetna založba Annales, 2011.

2. SEDMAK, Gorazd, MIHALIČ, Tanja, ROGELJ, Roman. What affects restaurant prices in tourism destinations? The case of Slovenian coastal area. *Tourism (Zagreb)*, 2004, vol. 52, no. 3, str. 255-266. [COBISS.SI-ID [577246](#)]

3. SEDMAK, Gorazd. Kvantifikacija vpliva posameznih značilnosti restavracij in gostiln na višino cene obroka v Slovenski Istri. *Ann, Ser. hist. sociol.*, 2002, leto 12, št. 1, str. 163-176. [COBISS.SI-ID [304350](#)]

4. SEDMAK, Gorazd. Positioning of tourism destinations through the differentiation of the supply of gastronomic products - the case of Slovene coastal area = Pozicioniranje turističnih destinacij kroz diferencijacijo ponude gastronomskih proizvoda na primeru slovenač kog primorja. *Hotel-link*, 2004, god. 2, br. 3, str. 171-172. [COBISS.SI-ID [789470](#)]

5. SEDMAK, Gorazd. Varnost kot vidik kakovosti storitev prehrambenih gostinskih obratov. *Varstvoslovje*, apr. 2004, letn. 6, št. 1, str. 27-38, tabele. [COBISS.SI-ID [868842](#)]

6. SEDMAK, Gorazd, PLANINC, Tanja, PLANINC, Saša. Unexploited potentials of networking in the hospitality business, Slovenia's case. *Tourism and hospitality management*, ISSN 1330-7533, dec. 2011, vol. 17, no. 2, str. 187-200