

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Prehrambeni obrati
Course title: Food and beverage providers

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski študijski program 1.stopnje		2	1
Tourism Enterprise Management, 1st / Bachelor's degree study programme		2	1

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

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Prerequisites:

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Vsebina:

Uvod v prehrambeno 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 delovnih 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

- vloge in odgovornosti F&B managerja pri oblikovanju ponudbe
- spoznavanje obrokov prehrane
- oblikovanje ponudbe za različne ciljne segmente gostov
- instrumenti prodaje
- ponudba za izredne obroke

Pisna gastronomska ponudba

- jedilni list, jedilnik, cenik pijač, vinski list

Operativni kontroling

Priprave pred proizvodnjo in proizvodnja v prehrabnenih gostinskih obratih
 - spoznavanje procesov

Content (Syllabus outline):

Introduction to Food and Beverage (F&B) Industry

- Historical Development
- Types and Characteristics of Food and Beverage Establishments
- Organization of Food and Beverage Establishments
- Trends in Food and Beverage Hospitality
- Systems and Operations in Food and Beverage Hospitality
- The Market for Food and Beverage Hospitality

Organization of Work Processes in Food and Beverage Establishments

- Organization Based on the Type of Hospitality Establishment
- Organization Based on the Type of Offer
- Organization Based on Target Consumer Groups
- Business Processes in Food and Beverage Establishments
- Integration of Business Processes in Food and Beverage Establishments
- Personnel in Food and Beverage Industry

F&B Management

- Roles and Responsibilities of the F&B Manager in Shaping the Offer
- Understanding Meal Types
- Designing Offers for Different Target Segments of Guests
- Sales Instruments
- Offer for Special Events

Written Gastronomic Offer

- Menu, Price List, Beverage List, Wine List

Operational Controlling

- 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

IKT v prehranbnem gostinstvu

- Digitalizacija ponudbe in delovnih procesov

Preparations Before Production and Production in Food and Beverage Establishments

- Understanding Processes
- Material Supply
- Process of Transferring Materials to Production and Sales
- Technology and Organization of Work in the Kitchen and Standard Formation
- Technology and Organization of Sales and Standard Formation
- Analysis of the Serving Process

ICT in Food and Beverage Industry

- Digitalization of Offer and Work Processes

Temeljni literatura in viri / Readings:

1-3 temeljna dela kot osnovna literatura - potrebna za izpit oz. drugo preverjanje znanja študentov pri tem predmetu.

- KUKANJA, M.. (2012) *Management prehranbnih obratov: operativni procesi*. Koper: Založba Univerze na Primorskem
- KAMENŠEK, J., PERTOCI, P., KOKLIČ, S. (2006). *Strežba z organizacijo dela*. Linz: Trauner Verlag.
- POMPE S., MALC S., ACMAN M. (2024). *STREŽBA. Učbenik za module v programih Gastronomske in hotelske storitve, Gastronomija in turizem, Gastronomija*. Ljubljana: DZS.
- Izbrani članki (glede na vsakoletne obravnavane vsebine) po izboru izvajalcev predmeta.