UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Food & Beverage Production Management

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Food & Beverage Production Management (V2131)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with theoretical and practical knowledge essential for the efficient management of foodservice operations, encouraging a critical, innovative, and sustainable approach focused on profitability, service quality, and emerging trends.

15. Specific Objectives

Analyze restaurant business models; apply planning and cost control tools; develop solutions for operational challenges; integrate sustainability and innovation principles; understand the importance of customer experience.

16. Skills to be acquired

Operational and strategic management of foodservice units; cost control tools mastery; problem-solving; collaborative work; planning of sustainable and innovative services with a customer-focused approach.

17. Teaching Methodology

The course combines expository and active methods, including case studies, debates, practical exercises, study visits, and guest seminars, promoting collaborative, critical, and problem-solving-oriented learning.

18. Course Unit Program

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1. Introduction to Foodservice Management
1.1 Concept, evolution and economic relevance
1.2 Types of foodservice establishments
1.3 Integration within the Tourism sector
2. Supply chain
2.1 Procurement and supplier management
2.2 Storage and inventory control
2.3 Sustainability in the supply chain
3. Menu engineering
3.1 Sales and profitability analysis
3.2 Pricing strategies
3.3 Menu planning and optimization
4. Budgeting and technological tools
4.1 Budgeting and cost control
4.2 Digital management systems
4.3 Key performance indicators
5. Food safety and quality
5.1 HACCP system: principles, implementation, and legislation
5.2 Good hygiene and food safety practices
5.3 Audits and certifications
6. Sustainability
6.1 Food waste and circular economy
6.2 SDGs applied to foodservice
6.3 Environmental management and social responsibility
7. Innovation and trends in the sector
7.1 Digitalization and emerging technologies
7.2 New business models and smart delivery
7.3 Case studies on innovation in national and international markets
8. Leadership and team management
8.1 Professional roles and team structure
8.2 Motivation, leadership, and conflict resolution
8.3 Shift scheduling and staff turnover
9. Marketing and communication for F&B
9.1 Branding and market positioning
9.2 Digital marketing, social media, and online reputation
9.3 Storytelling and customer loyalty
10. Business planning and feasibility
10.1 Business plan development
10.2 Business Model Canvas applied to foodservice
10.3 Economic and financial feasibility study

19. Assessment Methods

1. One written test
2. One individual assignment
(All components follow the weighting established by the RGAC, Article 8)

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20. Didactic Resources

- Books;
- Scientific articles;
- Exercise sheets;
- Case studies;
- Online resources.

21. Sustainability Objectives

To integrate sustainable practices into business plans, contributing to the following Sustainable Development Goals (SDGs):
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action
SDG 17: Partnerships for the Goals
These goals reflect a commitment to sustainable economic growth grounded in the promotion of creativity and innovation.

22. Keywords

Foodservice management
Cost control
Sustainability
Customer experience
Operational innovation

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23. Main Bibliography

Author(s): Gomes, V.
Title: Introdução à gestão de alimentação e bebidas
Edition: 2ª Year: 2024
Local: Lisboa
Publisher: LIDEL

Author(s): Gómez-García, R.
Title: Food by-products management and their utilization
Edition: 1ª Year: 2024
Local: Oakville
Publisher: Routledge

Author(s): Fusté-Forné, F., & Wolf, E.
Title: Contemporary advances in food tourism management and marketing
Edition: 1ª Year: 2023
Local: Abingdon
Publisher: Routledge

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO DA RESTAURAÇÃO': Academic Year 2025/2026
Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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