

# COURSE OUTLINE

## 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and tourism
1.3 Department	Food and tourism engineering and management
1.4 Field of study <sup>1)</sup>	Engineering and management
1.5 Study level <sup>2)</sup>	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in English)

## 2. Data about the course

2.1 Name of course	Meat and milk products for high-end consumers						
2.2 Course convenor	Conf. dr. ing. Cristina Maria Canja						
2.3 Seminar/ laboratory/ project convenor	Conf. dr. ing. Cristina Maria Canja						
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	E	2.7 Course status	Content <sup>3)</sup> SC
							Attendance type <sup>4)</sup> CPC

## 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 laboratory	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 laboratory	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					12
Additional documentation in libraries, specialized electronic platforms, and field research					12
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					10
Tutorial					
Examinations					3
Other activities.....					7
3.7 Total number of hours of student activity	44				
3.8 Total number per semester	100				
3.9 Number of credits <sup>5)</sup>	4				

## 4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> <li>Completion of fundamental courses in the field of food engineering or hospitality, such as "Fundamentals of Engineering in Luxury Hospitality" or "Psychology of Human Food for Luxury Consumers".</li> <li>General knowledge of the principles of hygiene and food safety.</li> </ul>
4.2 competences-related	<ul style="list-style-type: none"> <li>Students must possess basic skills in food quality analysis.</li> <li>Familiarization with food processing technologies and evaluation criteria for premium products.</li> </ul>

## 5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> <li>Students must have access to relevant course materials, multimedia materials and case studies on the processing and marketing of premium products.</li> <li>The teaching activity must take place in a room equipped with modern audio-video</li> </ul>
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	equipment for interactive presentations and virtual simulations.
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> <li>The seminars and laboratories are held in spaces equipped with equipment and instruments for organoleptic analysis and processing of meat and milk products.</li> <li>Students must have access to premium raw materials for conducting experiments and practical simulations.</li> </ul>

## 6. Specific competences and learning outcomes

Professional competences	<p><b>Cp1. It manages and plans the various resources, such as human resources, budget, deadline, results and quality required for a given project, and monitors the progress made within the project to achieve a specific objective within a certain period and with a predetermined budget.</b></p> <p>L.O.1.1. Graduates will be able to identify the quality criteria for premium meat and milk products, complying with international standards.</p> <p>L.O.1.2. Graduates will be able to apply advanced processing technologies, such as maturation and sustainable packaging.</p> <p>L.O.1.3. Graduates will have the ability to optimize production processes to minimize losses and ensure sustainability.</p> <p><b>Cp4. Develop processes and techniques for food production or food preservation. It is involved in the design, development, construction and operation of industrial processes and techniques for food production.</b></p> <p>L.O.4.1. Graduates will be able to perform sensory, nutritional and compliance analyses for premium dairy and meat products, meeting the requirements of luxury markets.</p> <p>L.O.4.2. Graduates will be able to develop and optimize innovative recipes and products, integrated with advanced processing technologies, to meet the trends and expectations of luxury consumers.</p> <p>L.O.4.3. Graduates will be able to implement robust traceability and quality certification systems to guarantee product compliance with premium and sustainable standards.</p>
Transversal competences	<p><b>Ct1. Organize a team.</b></p> <p>L.O.1.1. Graduates will have the ability to promote a collaborative work environment in the teams involved in the processing of premium products.</p> <p>L.O.1.2. Graduates will acquire advanced conflict resolution skills within multidisciplinary teams and the efficient organization of human resources to achieve quality objectives in production.</p> <p><b>Ct3. Manages financial and material resources.</b></p> <p>L.O.3.1. Graduates will be able to monitor emerging trends in luxury hospitality and their integration into practice.</p> <p>L.O.3.2. Graduates will have the ability to critically reflect on their own performance and identify opportunities for professional improvement.</p>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> <li>Developing knowledge about the specifics of premium meat and milk products.</li> <li>Understanding advanced processing and preservation technologies.</li> <li>Analysing global trends and the impact of consumer demands on production.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Recognize and evaluate premium meat and milk products.</li> <li>Apply advanced processing techniques to maintain quality and added value.</li> <li>Adapt production processes to the requirements of high-end consumers.</li> <li>Develop recipes and culinary concepts using premium products.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
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<p>1. Introduction to the high-end segment of the food market:</p> <p>1.1. Definition of premium products.</p> <p>1.2. Factors influencing demand on the high-end segment.</p> <p>1.3. The different categories of consumers of premium products.</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
<p>2. Premium meat products:</p> <p>2.1. Quality criteria for meat intended for high-end consumers.</p> <p>2.2. Premium Meat Types: wagyu, dry-aged beef, iberico pork etc.</p> <p>2.3. Advanced processing methods: maturation, marinating, sous-vide techniques.</p> <p>2.4. Packaging and preservation of premium meat.</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
<p>3. Premium dairy products:</p> <p>3.1. Definition and classification of premium dairy products.</p> <p>3.2. Milk of controlled origin: characteristics and benefits.</p> <p>3.3. Fine cheeses: types, processing and maturation (mouldy cheeses, raw milk cheeses, etc.).</p> <p>3.4. Niche products: artisanal butter, fermented cream, premium Greek yogurt.</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
<p>4. Global trends in premium meat and milk production:</p> <p>4.1. The impact of sustainable agriculture on premium products.</p> <p>4.2. Use of advanced technologies (biotechnology, blockchain in traceability).</p> <p>4.3. Alternative products for high-end consumers (artisanal vegetable milk, cultured meat).</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	8	
<p>5. Nutritional and health aspects:</p> <p>5.1. Nutritional benefits of premium products.</p> <p>5.2. Impact of processing processes on nutritional value.</p> <p>5.3. Requirements for organic and additive-free products.</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
<p>6. Creating culinary experiences for high-end consumers:</p> <p>6.1. How to turn premium products into memorable dishes.</p> <p>6.2. Pairing premium products with beverages and other preparations.</p> <p>6.3. Presentation and story around an exclusive culinary product.</p>	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	



Bibliography			
1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner, 2018.			
2. Gisslen, W. Professional Cooking. Wiley, 2020.			
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan, 2020.			
4. Additional materials provided by the teacher.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Identification and organoleptic evaluation of different types of premium meat and milk.	Hands-on demonstrations, collaborative learning, experiential learning	4	
2. Maturation and marinating techniques for premium meat.	Hands-on demonstrations, collaborative learning, experiential learning	4	
3. Preparation of artisanal cheeses in the laboratory.	Hands-on demonstrations, collaborative learning, experiential learning	4	
4. Creating a tasting menu using premium meat and milk products.	Hands-on demonstrations, collaborative learning, experiential learning	8	
5. Simulate a marketing concept for the launch of a high-end product.	Hands-on demonstrations, collaborative learning, experiential learning	8	
Bibliography			
1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner, 2018.			
2. Gisslen, W. Professional Cooking. Wiley, 2020.			
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan, 2020.			
4. Additional materials provided by the teacher			

**9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)**

The *Meat and Milk Products for Premium Customers discipline* correlates its contents with the expectations of representatives of epistemic communities, professional associations and employers representative of the field, providing students with advanced skills in the selection, processing and development of high-quality meat and milk products, aligned with the standards of excellence and innovation required on the premium market.

**10. Evaluation**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Presentation of a case study on famous producers		30%
10.5 Seminar/ laboratory/ project	Individual project		40%
	Participation and practical activity		30%

#### 10.6 Minimal performance standard

The performance standard for the discipline *Meat and Milk Products for Premium Customers* requires students to demonstrate advanced skills in the selection, processing and development of meat and milk food products, using modern technologies, aligned with quality and sustainability standards, to meet the aesthetic, nutritional and sensory requirements of the premium segment.

This course outline was certified in the Department Board meeting on 12.09.2024 and approved in the Faculty Board meeting on 12.09.2024

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain) / **SC** (speciality course) / **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course) / **SC** (synthesis course) / **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course) / **EC** (elective course) / **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).