

## 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	Eco-luxury beverage and café concepts							
2.2 Course convenor	Lecturer Alina Maier							
2.3 Seminar/ laboratory/ project convenor	Lecturer Alina Maier							
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E	2.7 Course status	Content <sup>3)</sup>	PC
							Attendance type <sup>4)</sup>	CPC

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

3.1 Number of hours per week	3	out of which: 3.2 lecture	2	3.3 seminar/ <b>laboratory</b> / project	1
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ <b>laboratory</b> / project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					20
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					30
Tutorial					
Examinations					3
Other activities.....					
3.7 Total number of hours of student activity	83				
3.8 Total number per semester	125				
3.9 Number of credits <sup>5)</sup>	5				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> <li>Prior knowledge of fundamental fermentation technologies.</li> <li>Students must have basic skills in food quality analysis.</li> </ul>
4.2 competences-related	<ul style="list-style-type: none"> <li>Prior knowledge of fundamental fermentation technologies.</li> <li>Students must have basic skills in food quality analysis.</li> </ul>

### 5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> <li>Modern computing technique</li> </ul>
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> <li>Analysis laboratory</li> <li>Hygiene conditions; Laboratory coat</li> </ul>

## 6. Specific competences and learning outcomes

Professional competences	<p><b>Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.</b></p> <p>L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.</p> <p>L.O. 2.2 Graduates will demonstrate the ability to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such as food preparation, artisan bakery production, and premium beverage manufacturing.</p> <p>L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.</p> <p>L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes.</p> <p><b>Cp.4 Develop processes and techniques for food production or food preservation. They engage 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 develop and implement innovative processes and techniques for high-end food production, ensuring efficiency, consistency, and adherence to luxury standards.</p> <p><b>Cp.5 Conduct inspections and tests of services, processes or products to assess quality.</b></p> <p>L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis.</p> <p>L.O. 5.2 Graduates will acquire the skills to inspect and monitor production processes, such as culinary workflows or smart system operations, to ensure consistency and identify areas for improvement.</p> <p>L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms.</p> <p>L.O. 5.4 Graduates will acquire the skills to validate the quality of high-end dishes, plated desserts, and specialty beverages, ensuring compliance with premium culinary and safety standards.</p>
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Transversal competences	<p><b>Ct.2 Assume a leadership role.</b></p> <p>L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.</p> <p><b>Ct.3 Manage material and financial resources.</b></p> <p>L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards.</p> <p>L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.</p> <p>L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.</p> <p>L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements.</p> <p><b>Ct.4 Manage quality related aspects.</b></p> <p>L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.</p> <p>L.O. 4.2 Graduates will acquire the skills to monitor and evaluate the production of artisan bakery, pastry, and premium beverages to ensure consistency and compliance with luxury quality benchmarks.</p> <p>L.O. 4.3 Graduates will master the ability to manage and implement quality certification processes, such as premium labeling systems, ensuring that hospitality products and services meet regulatory and brand-specific standards.</p> <p>L.O. 4.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.</p> <p>L.O. 4.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.</p>

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

7.1 General course objective	<ul style="list-style-type: none"> <li>The courses are designed to provide students with the knowledge and skills to design, develop, construction and operation of industrial beverage processes and to conduct inspections and tests of processes or products to assess quality.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Develop the practical skills necessary to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such premium beverage manufacturing</li> <li>Able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes</li> <li>Able to develop and implement innovative processes and techniques for high-end beverage production, ensuring efficiency, consistency, and adherence to luxury standards</li> <li>Demonstrate the ability to evaluate the quality of high-end products, such as luxury beverages, through systematic testing and analysis.</li> </ul>

## 8. Content



8.1 Course	Teaching methods	Number of hours	Remarks
1. Current beverage industry trends	Presentation Interactive course	2	
2. Beverage distinctive concepts	Presentation Interactive course	2	
3. Sustainable Choices in Luxury Beverages. Organic and Eco-Friendly Options	Presentation Interactive course	4	
4. Sustainability in the premium drinks industry	Presentation Interactive course	2	
5. Eco-Friendly & Sustainable Wine Practices 5.1. The environmental impact of wine production 5.2. Sustainable practices and consumer's perceptions 5.3. Eco-labels in the wine industry 5.4. Eco-certification and quality 5.5. Low- and no-alcohol (NOLO) wines	Presentation Interactive course	10	
6. Luxury and ultra-premium spirits	Presentation Interactive course	2	
7. Sustainable brewing solutions	Presentation Interactive course	2	
8. Luxury Cafe	Presentation Interactive course	2	
9. Coffee sustainability dimensions	Presentation Interactive course	2	
<p>Bibliography</p> <ol style="list-style-type: none"> <li>1. Food &amp; Beverage Tomorrow: Why are luxe brands embracing food and drink concepts, Insights, 2023, <a href="https://www.cbre.com/insights/articles/food-and-beverage-tomorrow-why-are-luxe-brands-embracing-food-and-drink-concepts">https://www.cbre.com/insights/articles/food-and-beverage-tomorrow-why-are-luxe-brands-embracing-food-and-drink-concepts</a></li> <li>2. Rodriguez-Sanchez, Carla &amp; Sellers-Rubio, Ricardo. (2020). Sustainability in the Beverage Industry: A Research Agenda from the Demand Side. Sustainability. 13. 186. 10.3390/su13010186.</li> <li>3. Falcó, J. M., Sánchez-García, E., Marco-Lajara, B., Millán-Tudela, L. A., &amp; Popescu, C. R. (2024). Exploring Eco-Friendly Approaches: Case Studies of Environmental Management in Wineries. In C. Popescu, J. Martínez-Falcó, B. Marco-Lajara, E. Sánchez-García, &amp; L. Millán-Tudela (Eds.), Building Sustainable Human Resources Management Practices for Businesses (pp. 74-91). IGI Global Scientific Publishing. <a href="https://doi.org/10.4018/979-8-3693-1994-9.ch005">https://doi.org/10.4018/979-8-3693-1994-9.ch005</a></li> <li>4. Magali A. Delmas, Olivier Gergaud, Sustainable practices and product quality: Is there value in eco-label certification? The case of wine, Ecological Economics, Volume 183, 2021, 106953, ISSN 0921-8009, <a href="https://doi.org/10.1016/j.ecolecon.2021.106953">https://doi.org/10.1016/j.ecolecon.2021.106953</a>.</li> <li>5. Amoriello, T., &amp; Ciccoritti, R. (2021). Sustainability: Recovery and Reuse of Brewing-Derived By-Products. Sustainability, 13(4), 2355. <a href="https://doi.org/10.3390/su13042355">https://doi.org/10.3390/su13042355</a></li> <li>6. A H Hadi et al 2022 IOP Conf. Ser.: Earth Environ. Sci. 1063 012049, Exploring the sustainability dimensions of coffee agro-industry: a critical review and future research agenda, DOI 10.1088/1755-1315/1063/1/012049</li> <li>7. Wright, D.R., Bekessy, S.A., Lentini, P.E. et al. Sustainable coffee: A review of the diverse initiatives and governance dimensions of global coffee supply chains. Ambio 53, 984–1001 (2024). <a href="https://doi.org/10.1007/s13280-024-02003-w">https://doi.org/10.1007/s13280-024-02003-w</a></li> </ol>			
8.2 Seminar/ laboratory/ project	Teaching-learning	Number of hours	Remarks

	methods		
1. Wine appreciation: <ul style="list-style-type: none"> <li>▪ Service and wine tasting</li> <li>▪ Wines of France</li> <li>▪ Wines of the World</li> <li>▪ Food and wine pairing in luxury hospitality</li> <li>▪ Labelling and pronunciation</li> <li>▪ Wine list maintenance</li> <li>▪ Wine storage</li> </ul>	Lecture, Practical Applications, Teamwork	6	
2. Sustainable brewing solutions. Produce sustainable beer	Lecture, Practical Applications, Teamwork	2	
3. Zero-waste luxury cocktail experience	Lecture, Practical Applications, Teamwork	2	
4. Eco-Friendly Ways to Make Coffee	Lecture, Practical Applications, Teamwork	2	
5. Carbon Footprint of Different Coffee Brewing Methods	Lecture, Practical Applications, Teamwork	2	
Bibliography <ol style="list-style-type: none"> <li>1. Food &amp; Beverage Tomorrow: Why are luxe brands embracing food and drink concepts, Insights, 2023, <a href="https://www.cbre.com/insights/articles/food-and-beverage-tomorrow-why-are-luxe-brands-embracing-food-and-drink-concepts">https://www.cbre.com/insights/articles/food-and-beverage-tomorrow-why-are-luxe-brands-embracing-food-and-drink-concepts</a></li> <li>2. Rodriguez-Sanchez, Carla &amp; Sellers-Rubio, Ricardo. (2020). Sustainability in the Beverage Industry: A Research Agenda from the Demand Side. Sustainability. 13. 186. 10.3390/su13010186.</li> <li>3. Falcó, J. M., Sánchez-García, E., Marco-Lajara, B., Millán-Tudela, L. A., &amp; Popescu, C. R. (2024). Exploring Eco-Friendly Approaches: Case Studies of Environmental Management in Wineries. In C. Popescu, J. Martínez-Falcó, B. Marco-Lajara, E. Sánchez-García, &amp; L. Millán-Tudela (Eds.), Building Sustainable Human Resources Management Practices for Businesses (pp. 74-91). IGI Global Scientific Publishing. <a href="https://doi.org/10.4018/979-8-3693-1994-9.ch005">https://doi.org/10.4018/979-8-3693-1994-9.ch005</a></li> <li>4. Magali A. Delmas, Olivier Gergaud, Sustainable practices and product quality: Is there value in eco-label certification? The case of wine, Ecological Economics, Volume 183, 2021, 106953, ISSN 0921-8009, <a href="https://doi.org/10.1016/j.ecolecon.2021.106953">https://doi.org/10.1016/j.ecolecon.2021.106953</a>.</li> <li>5. Amoriello, T., &amp; Ciccoritti, R. (2021). Sustainability: Recovery and Reuse of Brewing-Derived By-Products. Sustainability, 13(4), 2355. <a href="https://doi.org/10.3390/su13042355">https://doi.org/10.3390/su13042355</a></li> <li>6. A H Hadi et al 2022 IOP Conf. Ser.: Earth Environ. Sci. 1063 012049, Exploring the sustainability dimensions of coffee agro-industry: a critical review and future research agenda, DOI 10.1088/1755-1315/1063/1/012049</li> <li>7. Wright, D.R., Bekessy, S.A., Lentini, P.E. et al. Sustainable coffee: A review of the diverse initiatives and governance dimensions of global coffee supply chains. Ambio 53, 984–1001 (2024). <a href="https://doi.org/10.1007/s13280-024-02003-w">https://doi.org/10.1007/s13280-024-02003-w</a></li> </ol>			

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

The content of the subject is in line with what is being studied in university centres abroad. Meetings have been held with representatives of the business world and with teachers with experience in the field in order to adapt the content of the course to the needs of the labour market.

## 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	<ul style="list-style-type: none"> <li>• Students demonstrate a correct understanding of concepts and theories.</li> <li>• Ability to explain and make connections between concepts.</li> <li>• Construction of logical responses supported by evidence.</li> <li>• Ability to propose effective solutions for complex situations.</li> <li>• Meeting requirements and providing accurate answers.</li> </ul>	Oral Exam	70%
10.5 Seminar/ <b>laboratory</b> / project	<ul style="list-style-type: none"> <li>• Ability to apply theoretical concepts to solve practical problems.</li> <li>• Effective use of tools and technologies specific to the field.</li> <li>• Active participation in interactive activities, including questions and comments.</li> <li>• Initiative to contribute to projects, assignments, or discussions.</li> </ul>	Laboratory Colloquium	30%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> <li>• Knowing the fundamental knowledge related to the field;</li> <li>• Promotion of the laboratory colloquium;</li> <li>• Obtaining the minimum grade of 5, in at least half of the existing subjects on the exam ticket to be able to achieve the final average.</li> </ul>			

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).