

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 ¹⁾	Engineering and management
1.5 Study level ²⁾	Master
1.6 Study programme/ Qualification	Engineering and management of luxury hospitality (in English)

2. Data about the course

2.1 Name of course		Psychology of human nutrition for high-end consumers						
2.2 Course convenor		Conf.dr.psih. Laura CISMARU						
2.3 Seminar/ laboratory/ project convenor		Conf.dr.psih. Laura CISMARU						
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	C 2	2.7 Course status	Content ³⁾ Attendance type ⁴⁾	SC NCPC

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 seminar/ laboratory/ project	0/0/2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/0/28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					
Additional documentation in libraries, specialized electronic platforms, and field research					
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					19
Tutorial					
Examinations					
Other activities.....					
3.7 Total number of hours of student activity		19			
3.8 Total number per semester		75			
3.9 Number of credits ⁵⁾		3			

4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	• Video projector
5.2 for seminar/ laboratory/ project development	• Room equipped with computers connected to the Internet

6. Specific competences and learning outcomes

Professional competences	<p>Cp1. Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.</p> <p>L.O.2.1 Graduates will be able to assess and allocate human resources effectively by applying psychological principles to understand consumer behavior, preferences, and motivations, ensuring the delivery of tailored gastronomic experiences that meet the expectations of high-end clientele.</p> <p>Cp5 Conduct inspections and tests of services, processes or products to assess quality.</p> <p>L.O.5.3. Graduates will be able to evaluate the quality of personalized food services by applying psychological insights and feedback mechanisms to ensure they meet or exceed the expectations of high-end consumers.</p>
Transversal competences	<p>Ct4 Manage quality related aspects</p> <p>L.O.4.4 Graduates will develop expertise in analyzing high-end consumer feedback and behavioral data to refine and enhance personalized gastronomic services, ensuring continuous improvements in meeting the psychological and experiential expectations of luxury clientele.</p> <p>Ct5 Ensure customer orientation.</p> <p>L.O.5.1 Graduates will demonstrate the ability to design and deliver food-focused experiences tailored to the psychological and behavioral preferences of high-end consumers, ensuring that every interaction exceeds their expectations and enhances overall satisfaction.</p>

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

7.1 General course objective	<ul style="list-style-type: none"> Learning specific concepts of psychology and their correct application in the context of human nutrition related to luxury hospitality.
7.2 Specific objectives	<ul style="list-style-type: none"> Explaining and understanding key concepts specific to psychology and using them to explain the human eating behaviour of luxury consumer. Students' psychological self-testing and the correct understanding of their own eating behaviour profile, in the context of luxury hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Human temperament and eating behaviour. Correlations between introversion/extraversion and emotional stability/instability and the human eating behaviour of the luxury consumer.	Lecture and debate	4	
Human personality and eating behaviour. Big Five and MBTI models - correlations between personality traits and eating behaviour of the luxury consumer.	Lecture and debate	6	
Gender differences reflected in human nutrition in case of luxury consumers	Lecture and debate	2	
Attachment patterns reflected within the human eating behaviour of the luxury consumer	Lecture and debate	2	
Emotions and eating behaviour	Lecture and debate	6	
The somatotype and human nutrition	Lecture and debate	2	
Intelligence and creativity - correlations with the human eating behaviour in case of luxury consumers	Lecture and debate	4	
Eating disorders	Lecture and debate	2	

Bibliography

- Ogden, J. (2011). The psychology of eating: From healthy to disordered behavior. John Wiley & Sons.
- Logue, A. W. (2014). The psychology of eating and drinking. Routledge.
- Ross, C. C. (2016). The Emotional Eating Workbook: A Proven-Effective, Step-by-Step Guide to End Your Battle with Food and Satisfy Your Soul. New Harbinger Publications.
- Sproesser, G. (2012). Why we eat what we eat: Psychological influences on eating behavior (Doctoral dissertation).
- Lieberman, H. R., Kanarek, R. B., & Prasad, C. (Eds.). (2005). Nutritional neuroscience. CRC Press.
- Shepherd, R., & Raats, M. (Eds.). (2006). The psychology of food choice (Vol. 3). Cabi.
- Lyman, B. (2012). A psychology of food: More than a matter of taste. Springer Science & Business Media.
- Smith, J. L. (2002). The psychology of food and eating: A fresh approach to theory and method. London: Palgrave.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Introversion-extraversion and the human nutrition	Self-testing, debate and reflective writing	2	
Emotional stability-instability and the human nutrition	Self-testing, debate and reflective writing	2	
Personality and the human nutrition	Self-testing, debate and reflective writing	6	
Gender and the human nutrition	Self-testing, debate and reflective writing	2	
Attachment pattern and the human nutrition	Self-testing, debate and reflective writing	2	
Emotions and the human nutrition	Self-testing, debate and reflective writing	6	
Somatotype and the human nutrition	Self-testing, debate and reflective writing	2	
Intelligence, creativity and the human nutrition	Self-testing, debate and reflective writing	4	
Eating disorders	Self-testing, debate and reflective writing	2	
Bibliography researchcentral.ro psihoprofile.ro			

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

The contents of the discipline have been established on the basis of identified trends and labour market needs in the field of human nutrition psychology, thus having a high usefulness for masters and contributing to their employability in executive or decision-making positions, especially in management and marketing.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
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10.4 Course	The correct understanding of the theoretical concepts related to psychology that have been taught and their appropriate use in contexts specific to human nutrition	Oral examination	50%
10.5 Seminar/ laboratory/ project	Self-testing and correct interpretation of results	Evaluation of the written interpretation of the tests	50%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> • Obtaining a minimum mark of 5 for the individual project. • Uploading the written interpretation of the tests on the E-learning platform within the indicated deadline. • A minimum number of 3 project attendances. • The correct understanding of theoretical concepts related to the psychology of human nutrition. • The correct use of theoretical notions related to the psychology of human nutrition. • To carry out an original research project. 			

This course outline was certified in the Department Board meeting on 12.09.21 and approved in the Faculty Board meeting on 12.09.21.

Note:

- 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).