COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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	Financial strategies for high-end businesses						
2.2 Course convenor	PhD Associate Professor, Nicolae BOIAN						
2.3 Seminar/ laboratory/ project convenor	PhD Associate Professor, Nicolae BOIAN						
2.4 Study year	1	2.5 Semester	1	2.6 Evaluation type	E	2.7 Course status	Content[3]	FC
							Attendance type[4]	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 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					40
Additional documentation in libraries, specialized electronic platforms, and field research					16
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					22
Tutorial					12
Examinations					4
Other activities………………………………					-

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Basis of management, Marketing, Basis of accounting, Commercial Law
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	• Video projector
5.2 for seminar/ laboratory/ project development	• Video projector

6. Specific competences and learning outcomes

<table>
<tr>
<td>Competences and learning outcomes</td>
<td>

C1. Manages and plans the resources necessary to adopt strategic lines and monitor progress in achieving strategic objectives within a certain period and with a predetermined budget.

By the end of the master's program, the graduate will be able to:

Knowledge

R.Î.1.1 Know the concepts, principles and tools of human, financial and material resource management within complex projects in luxury hospitality;

R.Î. 1.2 Identify and develop advanced strategic plans within projects for luxury hospitality units, including resorts, hotels, luxury gastronomy units and craft production units;

R.Î.1.3 Understand financial strategies specific to the premium market, monitor and optimize project budgets

using advanced financial strategies.

Skills

R.Î.1.8 Efficient management and allocation of human, financial and material resources for complex projects,

following premium market standards;

R.Î.1.9 Develop and implement of detailed strategic plans in projects for hotels, resorts, restaurants and luxury

craft units;

R.Î.1.10 Apply advanced financial strategies adapted to the luxury industry to optimize costs, supply and prices;

Responsibilities and autonomy

R.Î.1.17 Strategic management of complex projects in luxury hospitality, assuming responsibilities for achieving

set objectives;

R.Î.1.19 Strategic planning and adaptation of projects to respond to market changes and customer preferences;

R.Î.1.20 Undertaking innovative and sustainable strategies that impact the performance of luxury businesses.

C2. Provides advice to luxury establishments on specific ways to oversee budgets to ensure the correct diagnosis

and resolution of financial problems.

By the end of the master's program, the graduate will be able to:

Knowledge

R.Î.2.1 Know specific concepts and principles, develop budgetary oversight and resource management procedures;

R.Î.2.2 Analyzing and financially diagnosing production processes in luxury hospitality;

R.Î.2.3 Understands the premium quality standards and financial needs specific to luxury hospitality manufacturing processes;

Skills

R.Î.2.6 Develop and implement budgetary oversight procedures in the management of production processes in

luxury hospitality units;

R.Î.2.7 Analyzing and diagnosing strategic problems in various operations, such as food preparation, craft production, or premium beverage manufacturing;

R.Î.2.8 Proposing, implementing and monitoring innovative solutions to optimize operational flows and Increase efficiency;

Responsibilities and autonomy

R.Î.2.11 Financial monitoring of production processes, intervening in case of significant deviations.

R.Î.2.12 Organizing financial diagnostic models in luxury hospitality establishments.

R.Î.2.13 Planning and implementing sustainable financial strategies, integrating innovative solutions.

</td>
</tr>
</table>

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

7.1 General course objective	• The technical-economic substantiation of the allocation of resources and budgets;
7.2 Specific objectives	• Developing financial analysis skills in luxury business management. • Acquisition of managerial skills, as well as the correct use of language and terminology specific to the field of study. • Developing the ability to analyze and synthesize in an entrepreneurial context through a system of indicators that is the basis of decision-making.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Business performance The concept of performance in luxury businesses is developed as a mix between financial performance and entrepreneurs' expectations. The main specific performance indicators are made known.	Interactive Slides on video-projector / E-Learning Platform	4	
2. Strategic management of luxury businesses The main specific elements of luxury businesses are studied and their impact on customer and supplier relationship management and business competitiveness. The strategic management model of luxury businesses is known and analyzed.	Interactive Slides on video-projector / E-Learning Platform	6	
3. Management of technical resources The module presents a structure of financial indicators (quantitative, qualitative and efficiency), the method of calculating and evaluating technical resources, in the context of luxury businesses.	Interactive Slides on video-projector / E-Learning Platform	6	
4. Management of human resources The module presents a structure of financial indicators (quantitative, qualitative and efficiency), the method of calculating and evaluating human resources, in the context of luxury businesses.	Interactive Slides on video-projector / E-Learning Platform	4	
5. Financial management of luxury businesses The module presents the structure and calculation method of operating assets, operating liabilities and financial risks, in the context of luxury businesses. It evaluates and budgets financial resources in luxury businesses.	Interactive Slides on video-projector / E-Learning Platform	8	
Bibliography - Atamer T., Calori R., Diagnostic et decision strategiques, Ed. Dunod Paris, 2003 - Boian N., Management Business Development, Revista RECENT vol.20/2019, nr.2(58), Universitatea Transilvania Braşov, noiembrie 2019, pag. 48-55, ISSN 1582-0246 - Boian N.,The diagnosis of financial balance of small and middle size enterprises (SME) in time of economic crisis, ICMAS 2016-Proceedings in manufacturing systems, vol.11(3), ISSN 2067-9238, Editura Academiei 2016 - Boian N., Diagnosticul întreprinderilor de turism, Ed. Universită ii Transilvania, 2014			

5. Boian N., Mărăscu Klein V,Analiza diagnostic a întreprinderilor mici şi mijlocii, Ed. Univerită ii Trasilvania, 2011
6. Burduş E., *Managementul schimbării organiza ionale*, Editura Economică Bucureşti, 2002
7. Landsberg M., *Leadership,* Editura Curtea Veche Bucureşti, 2005
8. Lê Ph., Rivet Ph., *Piloter et réussir l'innovation en enterprise,* Editura Maxima Paris, 2007
9. Hiriyappa B., *Strategic Analysis of Business*, Editura Hiriyappa B, 2021

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Diagnosis of luxury businesses; business presentation, significant financial indicators	Case study	2	
General diagnosis model; domains, criteria	Case study	2	
Mathematical evaluation model; criteria importance coefficients	Case study	2	
Specific criteria evaluation indicators	Case study	14	
Criteria score evaluation, business score calculation	Case study	6	
Conclusions, proposals	Case study	2	

Bibliography
1. Boian N., Diagnosticul întreprinderilor de turism, Ed. Universită ii Transilvania, 2014
2. Boian N., Management Business Development*,* Revista RECENT vol.20/2019, nr.2(58), Universitatea Transilvania Braşov, noiembrie 2019, pag. 48-55, ISSN 1582-0246
3. Hiriyappa B., *Strategic Analysis of Business*, Editura Hiriyappa B, 2021

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 discipline complies with current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and are in line with current approaches, allowing students to form a solid and updated scientific basis. Also, the topics and themes addressed in the course and applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Acquiring basic knowledge in the field	Written exam	60%
10.5 ~~Seminar~~/ laboratory/ project	Case study	Project structure and presentation	40%
10.6 Minimal performance standard			

- Acquiring the basis of luxury business performance (chapter 1)
- Acquiring the basis of the strategic management of luxury businesses (chapter 2)
- Acquiring the basis of the financial management of luxury businesses (chapter 5)
- Project graded at minimum 6

Performance level evaluation grid		
Performance level	General description	Features
Excelent (10–9)	Fully masters the concepts; analyses are innovative and accurate	Perfect terminology, logical structure, autonomy, critical thinking
Foarte bine (8)	Demonstrates solid understanding and correct	Minor errors, but conceptual and applicative

	application	coherence
Bine (7)	Understands basic concepts, but application is partial	Sometimes inaccurate terminology, incomplete explanations
Suficient (6)	Mechanical application of notions, without real reflection	Partially correct answers, gaps in logic
Insuficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, misapplications, lack of argumentation

„This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025"

PhD Professor, Vasile PĂDUREANU (signature), …………………………………………………………… Dean	PhD Associate Professor, Cristina Maria CANJA (signature), …………………………………………………………………………………… Head of Department
PhD Associate Professor, Nicolae BOIAN (signature) ………………………………………………………… Course holder **Course holder**	PhD Associate Professor, Nicolae BOIAN (signature) ………………………………………………………………………………………………… ……. Holder of ~~seminar/ laboratory~~/ project

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) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary 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 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Trends in luxury hotels, resorts, and events					
2.2 Course convenor			Foris Diana					
2.3 Seminar/ laboratory/ project convenor			Foris Diana					
2.4 Study year	I	2.5 Semester	I	2.6 Evaluation type	E	2.7 Course status	Content[3]	FC
							Attendance type[4]	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 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	30
Additional documentation in libraries, specialized electronic platforms, and field research	30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	32
Tutorial	
Examinations	2
Other activities…………………………………	

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	•
5.2 for seminar/ laboratory/ project development	•

6. Specific competences and learning outcomes

<table>
<tr>
<td rowspan="2" style="writing-mode: vertical">Competences and learning outcomes</td>
<td>

Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality;

R.Î.1.2 Identify advanced techniques for planning and monitoring projects in luxury hospitality establishments, including resorts, hotels, fine-dining restaurants and artisan establishments;

Skills

R.Î.1.8 Efficiently manage the allocation of human, financial and material resources for complex projects, complying with premium market standards;

R.Î.1.15 Organize and capitalize on guest experiences, such as themed events, festivals, or cultural activities;

R.Î.1.16 Use local heritage, stories and traditions in the design of personalized experiences, creating an authentic connection between guests and the tourist destination, respectively the premium establishment that provides them with accommodation, dining, entertainment, or other services specific to the hospitality industry.

Responsibilities and autonomy

R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, taking responsibility for achieving the set objectives;

R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses.

Cp.7 Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.7.1 Know the methods of analyzing customer requirements and the principles of identifying innovative solutions in luxury hospitality;

R.Î.7.2 Understand how to integrate customer preferences and expectations into the design and execution of premium spaces, services and experiences;

Skills

R.Î.7.6 Analyze customer requirements and generate innovative solutions to realize their vision in luxury hospitality;

Responsibilities and autonomy

R.Î.7.11 Ensure that customer interests and needs are respected at all stages of luxury hospitality projects;

R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;

</td>
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</table>

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

7.1 General course objective	• Knowledge and understanding of trends in luxury hotels, resorts and events.
7.2 Specific objectives	• Knowing, understanding and using the specific specialized language in the field of hospitality;

	• Knowledge and understanding of the concepts regarding luxury hotels and resorts, organizing events, new technologies in hospitality, smart tourist destinations; • Knowledge and understanding of the concepts regarding the organization of events; • Knowledge and understanding of concepts regarding new technologies in hospitality; • Knowing and understanding the concepts regarding smart tourist destinations; • Knowledge and understanding of concepts regarding sustainable practices in hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Luxury hotels – hotel classification, classification standards, additional services	Exposure	2	video projector
Luxury resorts – tourist resorts, typology, accreditation standards	Exposure	2	video projector
New trends in hospitality – regarding accommodation activity, public catering activity, additional services	Exposure, interactive course	4	video projector
New trends in HR in hospitality – human resource management: recruitment, selection, negotiation, innovative motivation and reward systems	Exposure, interactive course	2	video projector
New trends in hotel booking – websites, booking platforms, pricing policies, cancellation policies	Exposure, interactive course	4	video projector
New Technologies in hospitality – Tourism 4.0, Internet of Things (IoT), Robotics, AI and other innovative technological solutions in hospitality	Exposure, interactive course	4	video projector
Trends in events – stages of event organization, personalized events	Exposure	2	video projector
Smart Tourism Destination - technologies and systems to effectively manage the resources of a destination, in order to improve the quality of life, sustainable development and environmental protection	Exposure, interactive course	4	video projector
Sustainable practices in hospitality – reducing energy and water consumption, reducing and managing waste, protecting biodiversity and conserving natural resources	Exposure, interactive course	4	video projector

Bibliography

1. Foris, D., Crihalmean, N., Panoiu T.M., (2020), The New Technologies and Sustainable Practices in Hospitality, Buletin of the Transilvania University of Brasov, Series V: Economic Sciences, Vol. 13(62) No. 2 – 2020, pp. 65-74

2. Rondelli, V., Cojocariu, S., *Managementul calității serviciilor din turism şi industria ospitalității*, Editura THR-CG, București, 2008

3. Diana Foris , Alina Simona Tecau , Madalina Hartescu , Tiberiu Foris Relevance of the features regarding the performance of booking websites, Tourism Economics, Volume 26, Issue 6, pp. 1021-1041

4. Tecau, Alina Simona; Constantin, Cristinel; Tescasiu, Bianca; Chitu, Ioana; Bratucu, Gabriel ; Foris, Diana, Responsible Tourism - Integrating Families with Disabled Children in Tourist Destinations, Sustainability 2019, 11(16), 4420

5. Foris, D.; Florescu, A.; Foris, T.; Barabas, S. Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques. Sustainability 2020, 12 (23), 10201.

6. Foris, D.; Crihalmean, N.; Foris, T. Exploring the Environmental Practices in Hospitality through Booking Websites and Online Tourist Reviews. Sustainability 2020, 12(24), 10282.

7. Foris, D., Matei C.A., Foris. T. (2021), Exploring Solutions and the Role of GDS Technology in Crossing the Current Pandemic Context in Tourism, European Journal of Tourism, Hospitality and Recreation (EJTHR), 11 (1), pp. 91-101.

8. Foris, D., Bâra, GR., Mălăescu, S. (2022). Tourism Professionals' Awareness of the New Technologies: A Premise of the Destinations' Modernization and Development. In: Reis, J.L., López, E.P., Moutinho, L., Santos, J.P.M.d. (eds) Marketing and Smart Technologies. Smart Innovation, Systems and Technologies, vol 279. Springer, Singapore. https://doi.org/10.1007/978-981-16-9268-0_44

9. Foris, D., Popescu, M. and Foris, T. (2018), "A Comprehensive Review of the Quality Approach in Tourism" in Butowski, L. (Ed.), *Mobilities, Tourism and Travel Behavior - Contexts and Boundaries*, InTech, London, pp. 159-188. https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/a-comprehensive-review-of-the-quality-approach-in-tourism

10. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certicatelor de clasificare, a licenţelor şi brevetelor de turism

11. Ordinul ministrului dezvoltării regionale şi turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certicatelor de clasificare, a licenţelor şi brevetelor de turism

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Luxury hotels - case study	Case analysis, learning by example	4	video projector
Luxury resorts - case study	Case analysis, learning by example	4	video projector
Hotel chains - preparation and presentation refereed	Group work	2	video projector
HR management in hotel chains	Case analysis, learning by example	2	video projector
Experience Local—Accommodation	Group work	2	video projector
Booking platforms – Booking.com, AirBnb.com, lastminute.com	Case analysis, learning by example	2	video projector

Innovative technological solutions in hospitality - case study	Group work	4	video projector
Luxury events - case study	Case analysis, learning by example	2	video projector
Smart Tourism Destination - case study	Case analysis, learning by example	2	video projector
Analysis of sustainable practices in hospitality - case studies	Case analysis, learning by example	4	video projector

Bibliography

1. Foris, D., Crihalmean, N., Panoiu T.M., (2020), The New Technologies and Sustainable Practices in Hospitality, Buletin of the Transilvania University of Brasov, Series V: Economic Sciences, Vol. 13(62) No. 2 – 2020, pp. 65-74

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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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes

F03.2-PS7.2-01/ed.3, rev.5

addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Learning specific terms, theoretical bases and their use in addressing specialized issues	Written assessment	60%
10.5 Seminar/ laboratory/ project	Use of specific terms and theoretical bases. Preparation and presentation refereed	Written assessment	40%

10.6 Minimal performance standard
- The correct learning of specific terms
- the correct use of theoretical bases in the approach of specialized issues

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025

PhD Professor, Vasile PĂDUREANU signature, ……………………………………………………… Dean	PhD Professor, Cristina Maria CANJA signature, ………………………………………………………………………………………… Head of Department
Phd.lecturer Foris Diana signature, ………………………………………………………………. Course holder	Phd.lecturer Foris Diana signature, ……………………………………………………………………………. Holder of seminar/ laboratory/ project

Note:

6) 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);

7) Study level – choose from among: Bachelor / Master / Doctorat;

8) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

9) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

10) One credit is the equivalent of 30 study hours (teaching activities and individual study).

F03.2–PS7.2–01/ed.3, rev.5

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Luxury infrastructure engineering and design in HORECA units					
2.2 Course convenor			Assoc. Prof. Ioana Sonia COMĂNESCU, PhD.					
2.3 Seminar/ laboratory/ project convenor			Assoc. Prof. Ioana Sonia COMĂNESCU, PhD.					
2.4 Study year	I	2.5 Semester	I	2.6 Evaluation type	E	2.7 Course status	Content[3]	FC
							Attendance type[4]	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 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						28
Additional documentation in libraries, specialized electronic platforms, and field research						30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays						28
Tutorial						2
Examinations						6
Other activities……………………………						

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Installations and Equipment for Hotels and Restaurants • Leisure Installations for Tourism • Transportation Systems in the Tourism Industry • Public Services and Utilities • Elements of Mechanical and Electrical Engineering
4.2 competences-related	• Competence in Planning and Designing Tourism Industry Infrastructure • Skills in Designing and Managing Tourism Infrastructure, such as hotels, resorts, conference centers, or leisure parks. • Proficiency in Using CAD Software for technical design. • Competence in Efficiently Managing Natural Resources (e.g., water, energy) within tourism infrastructure. • Competence in Implementing Sustainable Systems, such as renewable energy and

| | recycling solutions. |
| | • Skills in Using IoT (Internet of Things) to create smart rooms or technologically integrated facilities. |

5. Conditions (if applicable)

5.1 for course development	• Room with an Appropriate Number of Seats
	• Multimedia resources
	• Whiteboard
5.2 for seminar/ laboratory/ project development	• Room with an Appropriate Number of Seats
	• Multi-media resources
	• Digital infrastructures (PC, laptop)
	• Specialized software
	• Design Board

6. Competences and learning outcomes

Competences and learning outcomes	Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality; R.Î.1.2 Identify advanced techniques for planning and monitoring projects in luxury hospitality establishments, including resorts, hotels, fine-dining restaurants and artisan establishments; R.Î.1.5 Know the principles of precision engineering, biophilic design, circular economy and green technologies used in luxury projects; Skills R.Î.1.8 Efficiently manage the allocation of human, financial and material resources for complex projects, complying with premium market standards; R.Î.1.11 Develop and implement robust quality control systems and monitor their performance throughout the course of projects; R.Î.1.12 Plan, manage and monitor renovation or expansion projects for hospitality establishments, ensuring a balance between budget, deadlines and luxury aesthetics; Responsibilities and autonomy R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, taking responsibility for achieving the set objectives; R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses. Cp.2 Provides advice to visited industrial units on better ways to monitor production in order to ensure the correct diagnosis and resolution of manufacturing problems. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.2.1 Understand the concepts, principles and supervisory frameworks applicable to the management of production processes in luxury hospitality establishments; R.Î.2.5 Be familiar with sustainable development strategies, circular economy principles and methods for minimizing waste in luxury manufacturing processes. Skills R.Î.2.9 Advise industrial units on the design, implementation and maintenance of labeling and certification systems to ensure excellence in the products created and services offered; R.Î.2.10 Use and adapt environmentally friendly practices and sustainable technologies in manufacturing processes to align with the principles of the circular economy. Responsibilities and autonomy R.Î.2.12 Organize and coordinate activities for the diagnosis and optimization of manufacturing processes in luxury hospitality establishments; R.Î.2.14 Take responsibility for providing strategic recommendations, based on complex analyses, to align hospitality units with both premium standards and green practices. Cp.3 Analyzes production processes with a view to making improvements. Performs analyses with a view to reducing production losses and overall manufacturing costs. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.3.3 Understand the principles of designing and configuring flexible and modular luxury spaces tailored to the personalized needs of customers;

Competences and learning outcomes	R.Î.3.4 Explain how to use customer data and preferences to personalize luxury services and experiences.
	Skills
	R.Î.3.6 Monitor and mitigate production losses by applying sustainable resource management strategies and precision engineering technologies;
	R.Î.3.7 Design and optimize flexible luxury spaces (modular rooms, event spaces, etc.), adapting them to customer requirements and market trends;
	R.Î.3.8 Leverage and use customer-provided data to design and implement personalized services such as menus, accommodations, exclusive activities, etc.
	Responsibilities and autonomy
	R.Î.3.12 Take responsibility for integrating sustainability and innovation into all stages of production and service processes in luxury hospitality.
	Cp.5 Conducts inspections and tests of services, processes, or products to assess quality.
	Upon completion of the master's program, graduates will be able to:
	Knowledge
	R.Î.5.5 Know the principles of evaluation and monitoring of personalized facilities and services offered to guests in luxury resorts;
	R.Î.5.7 Know the sustainability criteria and principles of biophilic design applicable to the evaluation of resort infrastructures and projects.
	Skills
	R.Î.5.12 Monitor the quality of facilities and services in luxury resorts, adapting them to the individual preferences of guests;
	R.Î.5.14 Evaluate resort infrastructures and projects, verifying the integration of sustainability and biophilia principles.
	Responsibilities and autonomy
	R.Î.5.18 Assume responsibility for the final validation of the quality of products, services and infrastructure, in accordance with the expectations of luxury customers
	Cp.7 Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result.
	Upon completion of the master's program, graduates will be able to:
	Knowledge
	R.Î.7.2 Understand how to integrate customer preferences and expectations into the design and execution of premium spaces, services and experiences;
	R.Î.7.4 Explain design options, operational models and service improvement strategies tailored to the luxury sector;
	R.Î.7.7 Integrate customer preferences into the design and implementation of spaces, services and experiences, ensuring optimal satisfaction;
	R.Î.7.9 Conduct research and comparative analyses of design options, operational models and services to propose the most advantageous solutions;
	Responsibilities and autonomy
	R.Î.7.11 Ensure that customer interests and needs are respected at all stages of luxury hospitality projects;
	R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;

7. Course objectives

7.1 General course objective	• Training specialists capable of designing, implementing, and managing technical and architectural infrastructures for luxury units in the HORECA sector (hotels, restaurants, cafes), in line with standards of excellence, sustainability, and innovation, emphasizing on aesthetic, functional, and technical requirements, ensuring these meet the specific needs of this sector.
7.2 Specific objectives	• Development of Technical and Engineering Competencies: Integrating advanced engineering solutions into infrastructure design. Applying safety, energy efficiency, and functionality standards to luxury HORECA units. • Promotion of Sustainability: Adopting principles of eco-friendly design and green technologies. Implementing resource-efficient and environmentally impactful solutions. • Interdisciplinary Approach: Combining knowledge from civil engineering, architecture, food technology, energy management, and design. Collaborating with related fields to develop infrastructures that meet the specific requirements of premium clients. • Focus on Innovation and Excellence: Leveraging cutting-edge technologies (IoT, BIM, automated solutions) to optimize functionality. Designing personalized spaces tailored to meet the high expectations of clients. • Developing a Client-Centered Vision: Ensuring a unique user experience by blending comfort, aesthetics, and functionality. Creating adaptable and appealing spaces to cater to a premium clientele.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to luxury hospitality infrastructure. Definition of luxury hospitality and key elements. The role of infrastructure in the premium customer experience. Global trends in luxury hospitality.	Presentation Interactive course	2	
2. Locations - exclusive locations - beaches, mountains, urban units or private islands. Integration with nature	Presentation Interactive course	2	
3. Design in luxury hospitality. Principles of premium design. Integrating local design and aesthetics into infrastructure.	Presentation Interactive course	2	
4. Sustainable and durable building materials used in luxury HORECA units. Natural materials, recycled materials, innovative composites and bio-advanced materials.	Presentation Interactive course	2	
5. Premium facilities and services The design of common spaces: lobbies, spas, infinity pools.	Presentation Interactive course	2	
6. Premium facilities and services. Luxury restaurant design and integration of gourmet cuisines.	Presentation Interactive course	4	
7. Premium facilities and services. Design of fitness	Presentation	4	

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and wellness units for exclusive clients.	Interactive course		
8. Mobility and accessibility in luxury hospitality infrastructure. Design for universal accessibility. Internal transportation solutions for premium clients (private transfers, electric vehicles).	Presentation Interactive course	4	
9. Design of infrastructures for isolated locations (islands, mountains).	Presentation Interactive course	2	
10. Applying sustainability principles in the engineering and design of luxury HORECA units. Renewable energy sources used in hospitality. Energy efficiency in luxury infrastructures. Reducing the carbon footprint.	Presentation Interactive course	2	
11. Applying sustainability principles in the engineering and design of luxury HORECA units. Involving local communities. Partnerships with local artisans.	Presentation Interactive course	2	
12. Trends in luxury HORECA engineering and design: Biophilic design: Incorporating natural elements into spaces to enhance well-being. Adaptive reuse: Transforming historic or abandoned properties into luxury hotels while preserving cultural and historical significance. Minimalism: Shifting focus from opulence to elegance.	Presentation Interactive course	2	

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8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Sustainable design of luxury HORECA units. Use of solar panels. (One approaches PV technologies – monocrystalline, polycrystalline, thin-film, solar thermal for hot water supply, pools, laundry operations, hybrid systems, roofscape aesthetics in luxury resorts, orientation, tilt, and shading analysis.)	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	2	
Sustainable design of luxury HORECA units. Use of energy recovery systems, high-performance insulation. (Heat Recovery Ventilation, Energy Recovery Ventilation, Exhaust Air Heat Pumps, Kitchen Hood Heat Recovery, conventional high-performance insulations, vacuum insulated panels, aerogel insulation, phase change materials)	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	2	
Sustainable design of luxury HORECA units. Smart water and sewage systems. (IoT-enabled meters track real-time water consumption, AI-driven analytics to predict peak water demand, smart faucets and showers with flow sensors, design of dual plumbing systems for greywater reuse)	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	2	
HVAC system design: Ensuring thermal comfort through optimized ventilation and air conditioning systems for various spaces. (Thermal comfort standards, demand-controlled	Project-based learning, Case study analysis, Workshops focused on the use of design	2	

ventilation, integration of energy recovery ventilators, filtration against allergens, UV-C disinfection or bipolar ionization for high-end wellness facilities, odor control in kitchens and spa areas).	software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.		
Design of spaces for professional kitchens. Optimization of operational flow: Planning of work areas to comply with HACCP principles. Advanced equipment and technologies. Energy-efficient and ergonomic cooking equipment. Design of exhaust systems to eliminate odors and fumes, in accordance with safety regulations.	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	4	
Waste Management: Engineering solutions for waste reduction and processing. (Segregation and smart collection, on-site treatment technologies, small scale incinerators with energy recovery, plasma gasification, automation through Building Management Systems).	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	4	
Event and restaurant design: Acoustic solutions, dynamic lighting and adaptive thermal design. IoT (Internet of Things) integration: Automations for lighting, air conditioning, reservations and customer preference management.	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	4	
Accessibility infrastructure: Universal design for people with disabilities, including ramps, elevators and tactile systems.	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	4	
Fire protection systems: Implementation of sprinklers, detection and alarm systems, as well as	Project-based learning, Case study analysis,	2	

safe escape routes.	Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.		
Security and surveillance: Integration of surveillance cameras, access control and anti-theft systems.	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.	2	

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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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Correct acquisition of specific terms and their appropriate use;	Written assessment	20 %
	Correct use of theoretical bases in addressing specialized problems;	Written assessment	30 %
10.5 Seminar/ laboratory/ project	Design of sustainable luxury HORECA units	Project design and Presentation Evaluation Periodic Visas	50 %

10.6 Minimal performance standard

The student must demonstrate an understanding of the fundamental concepts related to engineering and design of HORECA infrastructures, such as:

- Technical standards and norms for HORECA infrastructures.
- Principles of sustainable design and energy efficiency.
- The role and integration of advanced technologies (e.g., Building Management Systems - BMS).
- Designing plans for functional spaces (e.g., professional kitchens, receptions, conference rooms).
- Conducting feasibility studies and optimization for infrastructures.
- Using design software.
- Completing a simple project or simulation. The student must identify and propose solutions for specific challenges, such as: energy consumption optimization, reducing the ecological impact of projects, space

management in relation to functional requirements.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 / 2025.

Prof. Vasile PĂDUREANU, Ph.D. Dean	Assoc. Prof. Cristina CANJA, Ph.D. Head of Department
Assoc. Prof.Eng. Ioana Sonia COMĂNESCU, Ph.D. Course holder	Assoc. Prof. Eng. Ioana Sonia COMĂNESCU, Ph.D., Holder of seminar/ laboratory/ project

Note:

11) 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);

12) Study level – choose from among: Bachelor / Master / Doctorat;

13) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

14) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

15) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Integrated Smart Systems for Sustainable Luxury Hospitality					
2.2 Course convenor			Prof. dr. eng. Gaceu Liviu					
2.3 Seminar/ laboratory/ project convenor			Prof. dr. eng. Gaceu Liviu					
2.4 Study year	1	2.5 Semester	1	2.6 Evaluation type	E	2.7 Course status	Content[3]	DA
							Attendance type[4]	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 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					30
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					25
Tutorial					5
Examinations					4
Other activities…………………………………					

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Engineering and management for tourism
4.2 competences-related	• The use of computing technology with Windows 10 operating system and Open Office.

5. Conditions (if applicable)

5.1 for course development	• Video projector, internet connection
5.2 for seminar/ laboratory/ project development	• Computer network, Windows operating system, Office applications, Web browser, S2S, FIDELIO, Medallion

6. Competences and learning outcomes

<table>
<tr>
<td rowspan="2" style="writing-mode: vertical-lr">Skills and Learning Outcomes</td>
<td>

Cp.3 Analyzes production processes with a view to implementing improvements. Conducts analyses to reduce energy losses and overall costs.

At the completion of the master's program, the graduate will be able to:

Knowledge

R.Î.3.1 Demonstrate knowledge of the principles of evaluating and optimizing energy flows in the luxury hospitality industry, in order to identify inefficiencies and propose solutions;

R.Î.3.4 Explain methods of using client data and preferences for the personalization of luxury services and experiences.

Skills

R.Î.3.6 Monitor and mitigate energy losses by applying sustainable resource management strategies and precision engineering technologies;

R.Î.3.7 Design and optimize flexible luxury services, adapting them to client requirements and market trends;

R.Î.3.11 Plan and coordinate initiatives for the personalization of luxury services, integrating client preferences and market requirements.

Responsibilities and Autonomy

R.Î.7.11 Ensure that client interests and needs are respected at all stages of luxury hospitality projects;

R.Î.7.12 Organize and coordinate processes for integrating client preferences into final solutions;

R.Î.7.13 Plan and monitor strategies for integrating client needs and preferences, in order to achieve the desired results at the unit level.

Cp.8 Creates and maintains strong internal and external stakeholder relationships at the operational level, based on mutual trust and credibility, in order to achieve organizational objectives. Ensures that organizational strategies include solid stakeholder management and identifies and prioritizes strategic stakeholder relationships.

At the completion of the master's program, the graduate will be able to:

Knowledge

R.Î.8.1 Demonstrate knowledge of the principles of building and maintaining internal and external relationships in luxury hospitality, based on trust and collaboration;

R.Î.8.2 Understand methods of effective and transparent communication with stakeholders to ensure alignment with organizational strategies.

Skills

R.Î.8.7 Build and maintain strong informational relationships with internal teams, clients, suppliers, and external partners in luxury hospitality;

R.Î.8.8 Communicate effectively and transparently with stakeholders to ensure consistency with organizational strategies and objectives;

R.Î.8.12 Develop and implement comprehensive stakeholder engagement plans, integrating organizational objectives with stakeholder needs.

Responsibilities and Autonomy

R.Î.8.13 Ensure the maintenance of internal and external relationships based on trust, credibility, and collaboration;

R.Î.8.14 Organize and coordinate stakeholder communication and engagement activities at both operational and strategic levels;

R.Î.8.16 Take responsibility for maintaining stakeholder loyalty and support in achieving organizational objectives.

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7. Course objectives

7.1 General course objective	• To develop theoretical and practical skills required for designing, implementing, and managing integrated intelligent systems tailored to the luxury hospitality industry, with a strong focus on sustainability and technological innovation.
7.2 Specific objectives	• Understanding the fundamental principles of intelligent systems and the technologies used in the luxury hospitality industry. • Applying sustainable technological solutions, including resource optimization and minimizing environmental impact. • Developing integration skills for smart systems, such as automation, the Internet of Things (IoT), and artificial intelligence, to enhance customer experiences. • Analyzing global trends in sustainable luxury hospitality, with a focus on innovation and personalization. • Creating practical projects that involve implementing integrated technological solutions aligned with international standards and market needs. • Building management competencies for intelligent systems, including performance monitoring and adapting to the dynamic requirements of the industry.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Introduction to Integrated Intelligent Systems (Definition of intelligent systems concepts; the role of advanced technologies in luxury hospitality; sustainability in the context of hospitality.) The course aims to define and contextualize the concept of intelligent systems, with a particular focus on their role in luxury hospitality. It analyzes how advanced technologies—from sensors and intelligent algorithms to management platforms—transform both the guest experience and the operational efficiency of hospitality units. Furthermore, it discusses the integration of sustainability as an essential dimension of intelligent systems, with the objective of reducing environmental impact and creating responsible premium services.	Interactive course presentation	2	Use of multimedia tools, educational films
Domotic Systems in Luxury Hospitality (Introduction to domotic technology: concepts and applications; control of lighting, climate, and security in smart rooms; automation and personalization of the luxury environment for guests; interaction between domotics and sustainability: reducing energy consumption and optimizing resources.) This unit introduces students to the field of home automation technologies, analyzing key concepts and applications for smart rooms. It examines solutions for controlling lighting, climate, and security, as well as their integration into a unified ecosystem designed to enhance the personalized comfort of guests. The discussion also focuses on how luxury environment automation increases customer satisfaction while contributing to sustainability by reducing energy consumption and optimizing resources.	Interactive course presentation	4	Use of multimedia tools, educational films

Fundamental Technologies for Intelligent Systems (Internet of Things (IoT) and device connectivity; Artificial Intelligence (AI) and machine learning in hospitality; Big Data and data analytics in decision-making.) The course presents the technological foundations underlying the development of intelligent systems. It addresses the role of the Internet of Things (IoT) and device connectivity, the use of Artificial Intelligence (AI) and machine learning algorithms in service personalization, as well as the importance of Big Data and advanced analytics in supporting managerial decision-making. The course highlights how these technologies converge to provide a competitive advantage in luxury hospitality.	Interactive course presentation	4	Use of multimedia tools, educational films
Automation and Personalization of Customer Experience (Automation technologies in luxury hotels and restaurants; integration of customer preferences through smart solutions.) This topic explores the solutions through which technology transforms the guest experience in luxury hotels and restaurants. It discusses automated processes—from digital check-in and intelligent room service to personalized reservations—and examines how individual client preferences can be integrated into hotel systems. The emphasis is placed on striking a balance between operational efficiency and the creation of a unique experience tailored to the needs of each visitor.	Interactive course presentation	4	Use of multimedia tools, educational films
Sustainable Solutions in Hospitality (Efficient management of resources (energy, water, waste); eco-friendly materials and technologies.) This unit analyzes how sustainability is supported by intelligent technologies. It examines solutions for the efficient management of resources (energy, water, waste) and the integration of environmentally friendly materials into the design and operation of luxury units. The course emphasizes the role of technology in reducing the carbon footprint and strengthening the brand image as socially and environmentally responsible.	Interactive course presentation	4	Use of multimedia tools, educational films
Design and Implementation of Integrated Systems (Development stages of an integrated system; case studies and best practices.) Cursul abordează etapele de dezvoltare a unui sistem integrat: analiză, proiectare, testare și implementare. Sunt prezentate studii de caz și bune practici din industria ospitalității de lux, care ilustrează atât provocările tehnice, cât și beneficiile concrete ale integrării sistemelor. Studenții sunt încurajați să aplice concepte teoretice în proiecte practice, dezvoltând soluții adaptate contextelor reale.	Interactive course presentation	4	Use of multimedia tools, educational films
Cybersecurity and Ethics in Intelligent Systems (Ensuring the security of customer data; adherence to ethical and confidentiality standards.) This unit focuses on digital security and ethics. It addresses the protection of client data and the importance of complying with	Interactive course presentation	2	Use of multimedia tools, educational films

privacy regulations in a field where sensitive information (preferences, consumption habits, financial data) holds significant value. It also examines the ethical dilemmas generated by the use of AI and predictive algorithms, emphasizing the responsibility of managers to maintain a balance between innovation and respect for client rights.			
Emerging Trends in the Luxury Hospitality Industry (Robotic automation; Virtual Reality (VR) and Augmented Reality (AR); Blockchain in hospitality.) The course focuses on exploring the latest trends that are transforming luxury hospitality. It discusses robotic automation in service and maintenance processes, the use of Virtual Reality (VR) and Augmented Reality (AR) in creating multisensory experiences, and the potential of blockchain technology in ensuring transparency and transaction security. The course emphasizes how these trends open new perspectives for development and differentiation in an extremely competitive market.	Interactive course presentation	4	Use of multimedia tools, educational films

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8. John M. Carroll, Human-Computer Interaction in the New Millennium,Addison-Wesley, 2002
9. James Canton, Future Smart: Managing the Game-Changing Trends That Will Transform Your World Da Capo Press, 2015
10. Ken Sinclair, Automated Buildings: The Internet of Things for Smart Buildings Automated Buildings Press, 2018
11. Bing Ran, Smart Technologies and Innovation for a Sustainable Future , Springer, 2017
12. Robert C. Brears, The Green Economy and Smart Cities: A Policy Perspective Springer, 2020

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Integrated Software Solutions for the HoReCa Industry (S2S) This application aims to familiarize students with S2S-type software solutions used in the HoReCa industry. It explores how these platforms integrate hotel and restaurant operations—from reservations and inventory management to financial reporting and customer relations. The emphasis is placed on the advantages offered by the complete digitalization of workflows and on how such solutions enhance efficiency and transparency	Specific computer applications	4	

in luxury hospitality units.			
Integrated Software Solutions for the HoReCa Industry (Medallion) The application focuses on analyzing and using the Medallion platform, a comprehensive system for managing HoReCa units. Students explore functionalities such as client data management, daily operations control, and integrated reporting. The course highlights how Medallion supports service personalization by integrating guest preferences and delivering a coherent, high-quality experience.	Specific computer applications	4	
Integrated Software Solutions for the HoReCa Industry (Fidellio) This topic addresses the use of the Fidellio solution, one of the most popular systems for hotel management. It examines its capacity to manage front-office processes, housekeeping, online reservations, and integration with external systems. The discussion highlights the impact of these functionalities on creating a seamless guest experience and on improving managerial efficiency in luxury hospitality.	Specific computer applications	4	
Simulation and creation of scenarios for customer service personalization The application emphasizes the use of simulations and predictive scenarios to personalize the guest experience. Students learn to use dedicated software to model customer behaviors and anticipate their needs. It explores techniques through which collected data (preferences, interaction history) are transformed into personalized solutions that enhance customer loyalty and satisfaction.	Specific computer applications	4	
Introduction to configuring an IoT system; connecting and controlling smart devices Această aplicație oferă o introducere practică în configurarea unui sistem IoT. Se abordează pașii necesari pentru conectarea și integrarea dispozitivelor inteligente într-un ecosistem funcțional (senzori, camere, termostate, sisteme de iluminat). Se discută despre protocoalele de comunicare, securitatea conexiunilor și posibilitățile de control prin interfețe centralizate, cu accent pe aplicațiile pentru ospitalitatea de lux.	Specific computer applications	4	
Implementation of sustainable solutions (monitoring energy and water consumption through sensors; resource optimization using intelligent algorithms) This application provides a practical introduction to configuring an IoT system. It covers the steps required for connecting and integrating smart devices into a functional ecosystem (sensors, cameras, thermostats, lighting systems). The discussion includes communication protocols, connection security, and control options through centralized interfaces, with a focus on applications in luxury hospitality.	Specific computer applications	4	
Practical project: creating a personalized intelligent system (Developing a prototype system for a sustainable luxury hotel or		4	

restaurant)			
The final application involves the development of a practical project in which students design a prototype of an intelligent system tailored to a premium hospitality unit. The project integrates elements of software, IoT, sustainability, and customer experience personalization. Students work in teams to propose concrete, testable, and innovative solutions, demonstrating their ability to apply theoretical knowledge to real-world scenarios.			

Bibliography
1. Richard Susskind, Daniel Susskind, The Future of the Professions: How Technology Will Transform the Work of Human Experts, Oxford University Press, 2015
2. Gerald D. Jones, L. Douglas Smith, The Internet of Things in the Modern Business World: An Analysis Routledge, 2021
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4. Gaceu, L., Gruia, R. Sisteme informatice în management. Editura Infomarket, 2006
5. Gaceu, L., FMEA Used as Risk Assessment Method in Food Labeling. Journal of EcoAgriTourism, 1, 2010
6. John M. Carroll, Human-Computer Interaction in the New Millennium,Addison-Wesley, 2002
7. Ken Sinclair, Automated Buildings: The Internet of Things for Smart Buildings Automated Buildings Press, 2018
8. Robert C. Brears, The Green Economy and Smart Cities: A Policy Perspective Springer, 2020
9. **** Manuale S2S, Fidellio, Medallion, 2025.

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The use of assimilated knowledge to explain and understand the taught concepts	Written and oral exam	70%
10.5 Seminar/ laboratory/ project	The use of skills developed during the semester to solve assigned problems and design individual projects	Specific applications in the laboratory	30%
10.6 Minimal performance standard			
Course: Addressing each topic to a minimum grade of 5. Laboratory: Correct practical resolution of at least 2/3 of the assigned problems.			

<div align="center">Evaluation grid by performance levels</div>

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence

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Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

Professor dr. eng. Vasile PĂDUREANU, Dean	Prof. dr. eng. Cristina Maria CANJA, Head of Department
Prof. Dr. Ing. Liviu GACEU Course holder	Prof. Dr. Ing. Liviu GACEU Holder of seminar/ laboratory/ project

Note:

16) 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);

17) Study level – choose from among: Bachelor / Master / Doctorat;

18) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

19) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

20) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Ethics and academic integrity					
2.2 Course convenor			Senior lecturer Simona ȘOICA, PhD					
2.3 Seminar/ laboratory/ project convenor			Senior lecturer Simona ȘOICA, PhD					
2.4 Study year	I	2.5 Semester	I	2.6 Evaluation type	C	2.7 Course status	Content[3]	FC
							Attendance type[4]	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	1	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					22
Additional documentation in libraries, specialized electronic platforms, and field research					40
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					40
Tutorial					
Examinations					6
Other activities…………………………………					

3.7 Total number of hours of student activity	108
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Managerial communication, Organizational culture, Academic writing
4.2 competences-related	• Communication and academic writing, values and general practices in tourism organizations

5. Conditions (if applicable)

5.1 for course development	• Room equipped with projector/TV, board and marker.
5.2 for seminar/ laboratory/ project development	• Room equipped with projector/TV, board and marker.

6. Specific competences and learning outcomes

Professional competences	Cp.8 Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational goals. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.8.1 Know the principles of building and maintaining internal and external relationships in luxury hospitality, based on trust and collaboration; R.Î.8.2 Understand how to communicate effectively and transparently with stakeholders to align with organizational strategies; R.Î.8.3 Identify criteria and methods for evaluating and prioritizing strategic relationships with stakeholders; R.Î.8.4 Explain the role of stakeholder contributions in improving services, products and operations in luxury hospitality; R.Î.8.5 Know the techniques of mediation and diplomatic approach to disputes and concerns of stakeholders; R.Î.8.6 Know the structure and stages of developing stakeholder engagement plans in line with organizational objectives. Skills R.Î.8.7 Build and maintain strong relationships with internal teams, customers, suppliers and external partners in luxury hospitality; R.Î.8.8 Communicate effectively and transparently with stakeholders to ensure consistency with organizational strategies and objectives; R.Î.8.9 Analyze and prioritize strategic relationships, focusing resources on partnerships with the greatest impact; R.Î.8.10 Analyze and leverage stakeholder contributions to improve services and operations and build customer loyalty; R.Î.8.11 Mediate disputes and address stakeholder concerns with professionalism and diplomacy; R.Î.8.12 Develop and implement comprehensive stakeholder engagement plans, integrating organizational objectives with stakeholder needs. Responsibilities and autonomy R.Î.8.13 Ensure the maintenance of internal and external relationships based on trust, credibility and collaboration; R.Î.8.14 Organize and coordinate stakeholder communication and engagement activities at the operational and strategic levels; R.Î.8.15 Plan stakeholder relationship management strategies, setting priorities and allocating appropriate resources; R.Î.8.16 Take responsibility for maintaining stakeholder loyalty and support in achieving organizational objectives.

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

7.1 General course objective	• Ethics in scientific research; Ethics in luxury hospitality
7.2 Specific objectives	• Developing the capacity to manage scientific and professional writing. • Developing the capacity to apply ethical principles in branches of luxury hospitality. • Developing the capacity to master business etiquette and protocol.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
8.1.1. Scientific discourse. Elaboration of academic and scientific work: Documentation, Research. Scientific databases: Documentation practices, research protocols,	Problematization. Applications	2	
8.1.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts	Problematization. Applications	3	
8.1.3. Technical and scientific writing Writing technical/scientific texts: types, structure, particularities. Technical reports	Problematization. Applications	2	
8.1.4. Ethics and communication in tourism industry. Paradigms, theories, movements	Problematization. Applications	2	
8.1.5. Ethical luxury paradigm. Corporate social responsibility (CSR): • Fundamental concepts of corporate social responsibility • International policies and standards • Strategies for integrating CSR into companies' activities	Problematization. Applications	2	
8.1.6. Ethical communication. Transparency. Cultural sensitivity. Privacy. Inclusivity: Presentation and discussion of concepts within the social and solidarity economy	Problematization. Applications	3	

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Foster, D. (2002). *The Global Etiquette Guide to Africa and the Middle East: everything you need to know for business and travel success*. John Wiley & Sons.

Kotur, A. S., & Dixit, S. K. (Eds.). (2022). *The Emerald handbook of luxury management for hospitality and tourism*. Emerald Publishing Limited.

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Martin, J.S, Chaney, L.H. (2006). *Global business etiquette: a guide to international communication and customs*. Westport: Praeger.

Smith, M., Duffy, R. (2003) *The ethics of tourism development*. London: Routledge

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
8.2.1. Elaboration of academic and scientific work: Documentation, Research. Applications concerning practice and ethics in scientific documentation and research	Case studies. Applications	2	
8.2.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts. Applications concerning the formulation of scientific hypotheses and the identification of appropriate research methods. Organization of	Case studies. Applications	3	

scientific texts.			
8.2.3. Writing technical/scientific texts Preparation of a technical report: structure, content	Applications	3	
Interim assessment 1: Formulating hypotheses and research questions; Identifying and justifying the choice of a research method Drafting the structure of a technical report		2	
8.2.4. Ethics and communication in the tourism industry: Discussing paradigms and theories in the tourism industry within the context of luxury tourism	Case studies. Applications	2	
8.2.5. Practices within the luxury tourism paradigm. Corporate social responsibility: Examples and case studies of best practices in the luxury tourism industry; Analysis of the economic, social, and environmental impact of organizations.	Case studies. Applications	3	
Interim assessment 2 Presentation of a study on the introduction of corporate social responsibility practices in a luxury hotel		1	
8.2.6. Ethical communication. Transparency/Cultural sensitivity. Analysis and construction of culturally sensitive messages. Communication analysis within a hotel company from the perspective of ethical communication principles: • Transparency: clarity and honesty • Cultural sensitivity: customer diversity (nationality, religion, customs) • Privacy: protection of customer data • Social inclusion: accessible and non-discriminatory messages	Case studies. Applications	3	
Interim assessment 3 Presentation of a study analyzing messages conveyed by a hotel through various means of communication based on the principles of ethical communication		1	
8.2.7. Business etiquette and protocol. Intercultural approach Applications of protocol standards in different cultures	Case studies. Role play. Applications	6	
Interim assessment 4 Presentation of a study on protocol standards and best practices applied during an event involving guests from different countries. The project highlights how organizers respect cultural differences, official etiquette, communication rules, and hospitality norms specific to each country involved.		2	
Bibliography			

Alley, M. (2018) *The craft of scientific writing*. New York: Springer.

De Mente, B. L. (2011). *Etiquette Guide to Japan: Know the rules that make the difference!*. Tuttle Publishing

Foster, D. (2002). *The Global Etiquette Guide to Africa and the Middle East: everything you need to know for business and travel success*. John Wiley & Sons.

Kotur, A. S., & Dixit, S. K. (Eds.). (2022). *The emerald handbook of luxury management for hospitality and tourism*. Emerald Publishing Limited.

Laplante, P.A. (2012) *Technical writing*. Boca Raton: CRC Press Taylor & Francis Group.

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Martin, J.S, Chaney, L.H. (2006). *Global business etiquette: a guide to international communication and customs*. Westport: Praeger.

Smith, M., Duffy, R. (2003) *The ethics of tourism development*. London: Routledge

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

Luxury brands in hospitality industry call for professionals to understand new ethical practices included in advanced business models.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course and seminar	Interim assessment 1 (2 points): Formulating hypotheses and research questions; Identifying and justifying the choice of a research method Drafting the structure of a technical report Interim assessment 2 (2 points): Presentation of a study on the introduction of corporate social responsibility practices in a luxury hotel Interim assessment 3 (2 points): Presentation of a study analyzing messages conveyed by a hotel through various means of communication based on the principles of ethical communication Interim assessment 4 (4 points): Presentation of a study on protocol standards and best	Continuous assessment	100%

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	practices applied during an event involving guests from different countries. The project highlights how organizers respect cultural differences, official etiquette, communication rules, and hospitality norms specific to each country involved.		

10.6 Minimal performance standard

Explaining key concepts of the course, fulfilling all the course and seminar activities

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Professor, Vasile PĂDUREANU, Dean	PhD Associate Professor, Cristina Maria CANJA, Head of Department
Senior lecturer Simona ȘOICA, PhD Course holder	Senior lecturer Simona ȘOICA, PhD Holder of seminar

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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	Innovative Technologies and Process Management in Bakery and Pastry for Luxury Hospitality							
2.2 Course convenor	Prof. dr. eng. Gaceu Liviu							
2.3 Seminar/ laboratory/ project convenor	Prof. dr. eng. Gaceu Liviu							
2.4 Study year	1	2.5 Semester	1	2.6 Evaluation type	E	2.7 Course status	Content[3]	DA
							Attendance type[4]	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 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					30
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					25
Tutorial					5
Examinations					4
Other activities………………………………					

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Engineering and management in tourism
4.2 competences-related	• General methods in food production

5. Conditions (if applicable)

5.1 for course development	• Video projector, internet connection
5.2 for seminar/ laboratory/ project development	• Technological line for bakery and pastry production

6. Competences and learning outcomes

<table>
<tr>
<td rowspan="2" style="writing-mode: vertical">Skills and Learning Outcomes</td>
<td>

Cp.1 Manages and plans material, human, and logistical resources, as well as the results and quality required for projects in the field of bakery and pastry for luxury hospitality, while monitoring the progress made within the project during a specific period of time and within a predetermined budget.

At the completion of the master's program, the graduate will be able to:

Knowledge

R.Î.1.2 Identify advanced techniques for planning and monitoring projects in bakery and pastry units;

R.Î.1.4 Demonstrate knowledge of premium quality standards, labeling systems, and sustainability certifications applicable to premium bakery and pastry units;

R.Î.1.5 Demonstrate knowledge of the principles of precision engineering, circular economy, and green technologies used in premium bakery and pastry units.

Skills

R.Î.1.9 Develop and implement detailed plans for the delivery of key stages in premium bakery and pastry units;

R.Î.1.11 Develop and implement robust quality control systems and monitor their performance in premium bakery and pastry units;

R.Î.1.16 Integrate local biological resources and traditions into the design of personalized experiences specific to the bakery and pastry industry.

Responsibilities and Autonomy

R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, assuming responsibility for achieving established objectives;

R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance of premium bakery and pastry units.

Cp.4 Develops processes and techniques for premium bakery and pastry production. Engages in the design, development, construction, and operation of industrial processes and techniques for premium bakery and pastry production.

At the completion of the master's program, the graduate will be able to:

Knowledge

R.Î.4.1 Demonstrate knowledge of innovative principles and technologies applicable in the bakery and pastry industry;

R.Î.4.3 Understand the principles of design and operation of precision systems for manufacturing premium bakery and pastry products;

R.Î.4.4 Explain methods for integrating sustainable and local sourcing into premium bakery and pastry units, with the goal of reducing waste.

Skills

R.Î.4.8 Develop and implement innovative processes and techniques for premium bakery and pastry production, ensuring their efficiency and consistency;

R.Î.4.10 Design precision systems for manufacturing superior quality bakery and pastry products, balancing tradition with modern technology;

R.Î.4.11 Design and manage food production systems based on sustainable sourcing and waste reduction.

Responsibilities and Autonomy

R.Î.4.15 Ensure the optimal and sustainable operation of food production processes in luxury hospitality units;

R.Î.4.16 Organize and coordinate activities related to the design, implementation, and evaluation of preservation and production techniques in premium bakery and pastry units.
</td>
</tr>
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7. Course objectives

7.1 General course objective	• To develop theoretical and practical skills required for designing, implementing, and managing integrated intelligent systems tailored to the luxury hospitality industry, with a strong focus on sustainability and technological innovation.
7.2 Specific objectives	• Understanding the fundamental principles of intelligent systems and the technologies used in the luxury hospitality industry. • Applying sustainable technological solutions, including resource optimization and minimizing environmental impact. • Developing integration skills for smart systems, such as automation, the Internet of Things (IoT), and artificial intelligence, to enhance customer experiences. • Analyzing global trends in sustainable luxury hospitality, with a focus on innovation and personalization. • Creating practical projects that involve implementing integrated technological solutions aligned with international standards and market needs. • Building management competencies for intelligent systems, including performance monitoring and adapting to the dynamic requirements of the industry.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Innovative technologies in bakery and pastry. Introduction to advanced manufacturing processes: controlled fermentation, infrared baking, and enzyme usage. The course presents the latest technologies applied in the production of bakery and pastry goods. It analyzes the principles of controlled fermentation, the use of climate-controlled chambers and selected cultures to obtain products with consistent properties. It discusses infrared baking, a method that ensures energy efficiency and distinct sensory effects, as well as the use of enzymes to improve product volume, texture, and stability. The emphasis is placed on integrating these innovations into industrial practice while maintaining quality and traditional characteristics.	Interactive course presentation	4	Use of multimedia tools, educational films
Premium ingredients and their impact on products. Properties and use of specialty flours, high-quality fats, and natural additives This unit focuses on the role of superior-quality ingredients in defining the characteristics of bakery and pastry products. It examines the properties of special flours (wholemeal, gluten-free, pseudocereal-based), the influence of premium fats (clarified butter, cold-pressed oils), and the contribution of natural additives to freshness preservation and recipe diversification. The discussion highlights how the careful selection of such ingredients supports positioning in the premium market segment and responds to consumer demand for healthier and innovative products.	Interactive course presentation	4	Use of multimedia tools, educational films
Process management in bakery and pastry production. Planning,	Interactive	4	Use of

monitoring, and optimizing production. Analysis of process flow and its balancing. This unit addresses the essential aspects of planning and organizing production. It covers methods for analyzing and balancing the technological flow, monitoring performance indicators, and identifying operational bottlenecks. Models for resource optimization and the application of Lean Management principles within the bakery industry are presented. The course emphasizes the importance of aligning efficiency, reduced costs, and the maintenance of a high level of product quality.	course presentation		multimedia tools, educational films
Sustainable solutions in bakery and pastry. Technologies for reducing food waste. Optimization of energy and water consumption in production processes. This topic addresses the integration of sustainability into modern production. It discusses strategies for reducing food waste through the revalorization of by-products, energy- and water-saving technologies, as well as innovative solutions for biodegradable and recyclable packaging. The course emphasizes that sustainability represents both an ethical and regulatory requirement and a competitive advantage for producers.	Interactive course presentation	4	Use of multimedia tools, educational films
Technological innovations for luxury hospitality. Process automation, IoT integration in pastry equipment, and 3D printing of products. The course explores how digitalization and automation are shaping luxury pastry production. It introduces smart equipment connected to IoT networks, capable of automatically optimizing operating parameters, along with robotic solutions that increase precision and productivity. Special emphasis is placed on emerging technologies such as 3D printing, which opens new opportunities for product personalization and artistic design.	Interactive course presentation	4	Use of multimedia tools, educational films
Trends in the luxury bakery and pastry industry. Product personalization, signature deserts, and the use of digital technology in product design. This unit examines and analyzes the main development directions in the sector. It discusses product personalization based on individual preferences, the emergence of signature desserts as a form of personal branding for pastry chefs, and the use of digital technology in product design and presentation. The course underlines that luxury today is defined not only by taste but also by uniqueness, aesthetics, and multisensory experience.	Interactive course presentation	4	Use of multimedia tools, educational films
Food safety and quality standards. HACCP systems, ingredient traceability, and quality criteria in the luxury hospitality industry. This unit introduces the fundamentals of safety and quality systems applicable in bakery and pastry. It analyzes the implementation and monitoring of the HACCP system, ingredient traceability as a tool for transparency and control, and the requirements of international standards (ISO 22000, GlobalG.A.P.). The course shows how strict adherence to these	Interactive course presentation	4	Use of multimedia tools, educational films

criteria protects consumer health and strengthens the image of a luxury brand by ensuring excellence and product safety.			

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24. Mixolab Applications Handbook, 13th ed.; CHOPIN Technologies: Villeneuve-la-Garenne, France, 2020.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Creating a pastry product with innovative ingredients. Using specialty flours (e.g., almond flour, quinoa, etc.) or plant-based proteins. Evaluating the impact on texture, taste, and nutritional value. This application focuses on the development of a pastry product that integrates atypical or modern ingredients, such as special flours from almonds, quinoa, or other pseudocereals, as well as plant-based proteins. It analyzes how these ingredients modify the dough's properties, the texture, and the structure of the final product. The evaluation considers both taste and aroma, as well as nutritional value, with an emphasis on creating products tailored to health-conscious consumers seeking dietary diversity.	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, Water Activity Analyzer, Mixolab Device
Utilizing by-products from the food industry in bakery production. Integrating flour from grape skins or other by-products into bread recipes. Analyzing the rheological properties of the dough and the characteristics of the final product. This application emphasizes the sustainable use of resources by integrating by-products such as grape skin flour or other valuable residues into bread recipes. The impact of these ingredients is assessed in terms of dough rheology, fermentation capacity, and the sensory characteristics of the final bread. The discussion highlights concrete opportunities for reducing food waste and diversifying product lines through responsible	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, Water Activity Analyzer, Mixolab Device

innovation.			
Designing and creating a product through 3D printing. Developing a customized design for luxury dough products. Testing various recipes for compatibility with 3D printing. This topic explores the application of 3D printing technology in bakery and pastry, with an emphasis on producing customized luxury items. Students design unique shapes and test various recipes to determine the compatibility of dough formulations with the printing process. The analysis addresses both the limitations and advantages of this technology, as well as its potential to redefine the aesthetics and functionality of gourmet products.	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, 3D Food Printer, Water Activity Analyzer,
Testing the effect of functional ingredients on pastry products. Adding ingredients such as chia seeds, spirulina, or matcha powder to recipes. Evaluating changes in color, flavor, and structure. This application addresses the integration of functional ingredients such as chia seeds, spirulina, or matcha powder into pastry recipes. A comparative evaluation of changes in color, flavor, and texture is conducted, highlighting the impact of these additions on consumer perception and nutritional value. The course emphasizes the connection between modern food trends and the demand for products with added health benefits.	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, Water Activity Analyzer, Mixolab Device
Optimizing recipes through sensory analysis. Organizing a tasting panel to analyze pastry and bakery products. Applying sensory analysis methods (preference tests, hedonic scaling). This application focuses on using sensory analysis methods to refine products. A tasting panel is organized, and specific tools—preference tests, hedonic scaling, descriptive analysis—are applied to gather relevant feedback. The results support recipe adjustments and quality improvement, demonstrating how consumer perception can effectively guide innovation in bakery and pastry.	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, Water Activity Analyzer
Reducing waste through technological innovation. Creating pastry products using surplus dough or ingredients nearing their expiration date. Monitoring the impact on costs and the quality of final products.. This topic aims to identify creative solutions for minimizing losses in the production process. Practical applications include reusing surplus dough, repurposing products nearing expiration into new preparations, or adapting production flows. The impact of these measures on costs and product quality is monitored, highlighting the role of technological innovation in resource management.	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, 3D Food Printer, Water Activity Analyzer, Mixolab Device
Developing a personalized luxury dessert by integrating advanced technologies. Using digital technologies to simulate processes and optimize design. Creating a unique product that reflects current trends in luxury hospitality	Specialized applications in the laboratory	4	Use of PNRR Equipment: Agricheck, 3D Food Printer,

			Water Activity Analyzer, Mixolab Device
This application combines digital technology with the art of luxury pastry-making. Digital simulation tools are used to optimize processes and develop innovative designs, resulting in the creation of a unique dessert. The emphasis is placed on integrating current trends in luxury hospitality—personalization, exceptional aesthetics, and multisensory experience—in order to showcase the potential of modern technologies to transform culinary concepts into exclusive products.			

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4. Auty, M. A. E., Brijs, K., Food Microstructures: From Microscopy to Industrial Applications, Royal Society of Chemistry, 2020
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6. Gaceu, L., Tehnologii de procesare și utilaje în industria panificației. Editura Universității Transilvania din Brașov, 2006.
7. Gaceu, L., Oprea, O. B., Utilaje și tehnologii în industria panificației. Îndrumar de laborator. ISBN 978-606-94470-0-1-7 Editura Clarion, 2018.
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12. Mixolab Applications Handbook, 13th ed.; CHOPIN Technologies: Villeneuve-la-Garenne, France, 2020.

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The use of assimilated knowledge to explain and understand the taught concepts	Written and oral exam	70%
10.5 Seminar/ laboratory/ project	The use of skills developed during the semester to solve assigned problems and design individual projects	Specific applications in the laboratory	30%
10.6 Minimal performance standard			
Course: Addressing each topic to a minimum grade of 5. Laboratory: Correct practical resolution of at least 2/3 of the assigned problems. **Evaluation grid by performance levels**			

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025

Professor dr. eng. Vasile PĂDUREANU, **Dean**	**Prof. dr. eng. Cristina Maria CANJA,** **Head of Department**
Prof. Dr. Ing. Liviu GACEU **Course holder**	**Prof. Dr. Ing. Liviu GACEU** **Holder of seminar/ laboratory/ project**

Note:

21) 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);

22) Study level – choose from among: Bachelor / Master / Doctorat;

23) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

24) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

25) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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	Food waste management in luxury hotels							
2.2 Course convenor	**Associate Professor** dr. eng. Mirabela Ioana Lupu							
2.3 Seminar/ laboratory/ project convenor	**Associate Professor** dr. eng. Mirabela Ioana Lupu							
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E	2.7 Course status	Content[3]	DS
							Attendance type[4]	DS

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

3.1 Number of hours per week	3	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	0/0/2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	0/0/28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	14
Additional documentation in libraries, specialized electronic platforms, and field research	10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	42
Tutorial	10
Examinations	2
Other activities…………………………………	0

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5]	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• General technologies in the food industry, Unit operations in the food industry, Agro-food raw materials
4.2 competences-related	• Basic concepts of physics, biochemistry, etc. • Identification, description, and appropriate use of concepts specific to food science and food safety.

5. Conditions (if applicable)

5.1 for course development	• Modern computing techniques
5.2 for seminar/ laboratory/ project development	• Hygiene conditions; lab coats, specific equipment

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6. Specific competences and learning outcomes

Professional competences and learning outcomes	Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality; R.Î.1.4 Know the premium quality standards, labeling systems and sustainability certifications applicable to the luxury industry; R.Î.1.5 Know the principles of precision engineering, biophilic design, circular economy and green technologies used in luxury projects; Skills R.Î.1.10 Apply advanced financial strategies tailored to the luxury industry to optimize costs, procurement and pricing; R.Î.1.11 Develop and implement robust quality control systems and monitor their performance throughout the course of projects; R.Î.1.14 Generate unique restaurant concepts by integrating innovative technologies, local sourcing and personalized gastronomic experiences; Responsibilities and autonomy R.Î.1.18 Organize and coordinate multidisciplinary teams involved in the implementation of a project, ensuring effective collaboration between them; R.Î.1.19 Plan and adapt project management strategies to respond to market changes and customer preferences; R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses. Cp.2 Provides advice to visited industrial units on better ways to monitor production in order to ensure the correct diagnosis and resolution of manufacturing problems. Upon completion of the master's program, graduates will be able to: Knowledge R.Î.2.1 Understand the concepts, principles and supervisory frameworks applicable to the management of production processes in luxury hospitality establishments; R.Î.2.2 Identify methods and tools for analyzing, diagnosing and monitoring inefficiencies in production processes in the luxury hospitality industry; R.Î.2.3 Understand premium quality standards and specific requirements for manufacturing processes in the hospitality field; R.Î.2.4 Explain the principles of designing and maintaining premium quality labeling and certification systems; R.Î.2.5 Be familiar with sustainable development strategies, circular economy principles and methods for minimizing waste in luxury manufacturing processes. Skills R.Î.2.6 Develop and implement effective oversight frameworks for managing production processes in luxury hospitality establishments, in compliance with quality standards; R.Î.2.7 Analyze and diagnose production inefficiencies in various operations, such as food preparation, artisanal bakery production, or premium beverage manufacturing; R.Î.2.8 Propose, implement and monitor innovative solutions to optimize operational flows and increase efficiency; R.Î.2.10 Use and adapt environmentally friendly practices and sustainable technologies in manufacturing processes to align with the principles of the circular economy. Responsibilities and autonomy R.Î.2.11 Ensure proper supervision of production processes, intervening effectively in complex and unpredictable situations; R.Î.2.12 Organize and coordinate activities for the diagnosis and optimization of manufacturing processes in luxury hospitality establishments; R.Î.2.13 Plan and implement sustainable strategies to improve production performance, integrating innovative solutions; R.Î.2.14 Take responsibility for providing strategic recommendations, based on complex analyses, to align hospitality units with both premium standards and green practices.

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

7.1 General course objective	• The course "Food Waste Management in Luxury Hotels" provides students with an in-depth understanding of food waste management within luxury hotels, focusing on strategies for reduction, reuse, and recycling through the implementation of sustainable and innovative practices.
7.2 Specific objectives	• Development and implementation of effective food waste management plans that contribute to the sustainability of the hotel business and enhance brand image. • Fundamental principles of the circular economy, methods for preventing food waste, and innovative approaches to ecological management.

	• Modern technologies, sustainability policies, and legal regulations regarding food waste, with relevant examples from the hospitality industry.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to Food Waste Management The conceptual framework of food waste management is outlined by defining fundamental notions and highlighting their implications for environmental sustainability, economic efficiency, and the performance of the hospitality sector.	Lectures and PowerPoint Presentations	2	
2. Challenges of Food Waste in Luxury Hotels The main causes of food waste in premium establishments are analyzed, emphasizing the influence of quality standards, customer expectations, and management practices on waste generation.	Lectures and PowerPoint Presentations	2	
3. Strategies for Preventing and Reducing Food Waste Proactive methods of loss prevention are investigated, ranging from efficient menu planning and portion sizing to the application of monitoring and reporting practices.	Lectures and PowerPoint Presentations	2	
4. Recycling and Reusing Food Waste Innovative models for converting food waste into valuable resources are presented, including composting processes, energy recovery, and transformation into safe and sustainable by-products.	Lectures and PowerPoint Presentations	2	
5. Sustainability Policies and Legal Regulations The national and international legislative framework concerning food waste management is examined, with emphasis on European Union directives, global sustainability strategies, and hotel industry standards.	Lectures and PowerPoint Presentations	2	
6. Technologies and Innovations in Food Waste Management Advanced technological solutions are described, such as digital applications for monitoring consumption, equipment for reducing waste volume, and innovative methods of packaging and preservation.	Lectures and PowerPoint Presentations	2	
7. Implementation of a Food Waste Management Plan The essential stages of an integrated plan are detailed, from the initial audit and setting objectives to continuous monitoring, reporting of results, and process improvement.	Lectures and PowerPoint Presentations	2	

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2. Garrett Leonard Riley. Food Waste: Practices, Management and Challenges (Waste and Waste Management), Publisher Nova Science Pub IncPublication, 2016. ISBN-13978-1634850254

3. Jeenat Aslam, Hilal Ahmad Parray, Afroz Aslam, Ruby Aslam, Sustainable Food Waste Management. Sustainability Assessment and Policy Analysis, Spinger, 2017. ISBN: 978-3-319-50087-4

4. Michael Blakeney, Food Loss and Food Waste, Elgar Publisher, 2019, ISBN: 978 1 78897 538 4

5. Angelique Lombarts, Huub Ruël, Sustainable Hospitality Management. Designing Meaningful Encounters with Talent and Technology, Emerald Publishing Limited, 2020, ISBN: 9781839092671

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Assessment of the Quantity and Types of Food Waste in a Luxury Hotel The activity focuses on applying specific methods of data collection and analysis in order to identify categories of food waste and quantify the volumes generated across different operational flows within the hotel.	Lecture, Practical Applications, Teamwork	2	
2. The Impact of Portion Sizes on Food Waste in Luxury Restaurants The aim is to investigate the correlation between portion size, consumer satisfaction, and the amount of food waste generated, with emphasis on identifying a balance between quality, costs, and sustainability.	Lecture, Practical Applications, Teamwork	2	
3. Implementation of a Food Waste Management System in Luxury Hotels The activity consists of designing and analyzing a practical model of an integrated management system, including the monitoring of waste flows, the definition of performance indicators, and the formulation of corrective measures to improve process efficiency.	Lecture, Practical Applications, Teamwork	4	
4. Repurposing Food Waste for the Production of New Food Products The topic explores possibilities of converting food residues into secondary ingredients or innovative products, in line with the principles of the circular economy and food safety requirements.	Lecture, Practical Applications, Teamwork	6	
5. Managing Food Waste Based on Restaurant Types in a Luxury Hotel The activity involves a comparative analysis of food waste management practices depending on restaurant typology (buffet, à la carte, fine dining), highlighting differences in strategy, efficiency, and	Lecture, Practical Applications, Teamwork	2	

costs.			
6. Optimizing Inventory and Reducing Food Waste in Luxury Hotels The topic targets the application of demand forecasting techniques, inventory methods, and digital tools for stock management, in order to optimize the supply process and reduce food losses.	Lecture, Practical Applications, Teamwork	2	
7. Training Hotel Staff on Food Waste Management The activity focuses on identifying and analyzing strategies for staff training and motivation, including continuous professional development programmes, organizational policies, and incentive mechanisms aimed at reducing waste.	Lecture, Practical Applications, Teamwork	2	
8. Packaging and Preservation Technologies to Reduce Food Waste in Luxury Hotels The topic involves a critical evaluation of recent innovations in active and intelligent packaging, as well as modern preservation methods, with the aim of extending the shelf life of food products and minimizing losses.	Lecture, Practical Applications, Teamwork	2	
9. Analyzing the Impact of a "Zero Food Waste" Policy in a Luxury Hotel The activity aims to evaluate the benefits and challenges associated with the implementation of a zero-waste policy, by examining its effects on economic efficiency, social responsibility, and the institutional image of the hotel.	Lecture, Practical Applications, Teamwork	2	
10. Food Waste and Social Responsibility in Luxury Hotels The topic investigates how food waste management practices contribute to the development of corporate social responsibility, the strengthening of organizational reputation, and the enhancement of community relations.	Lecture, Practical Applications, Teamwork	2	

Bibliography

1. Elina Närvänen, Nina Mesiranta, Malla Mattila, Anna Heikkinen. Food Waste Management: Solving the Wicked Problem. Publisher Palgrave Macmillan, Edition1st ed. 2020. ISBN-13978-3030205607

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

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The content of the discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	• Students demonstrate a correct understanding of concepts and theories. • Ability to explain and make connections between concepts. • Construction of logical responses supported by evidence. • Ability to propose effective solutions for complex situations. • Meeting requirements and providing accurate answers.	Oral Exam	50%
10.5 Seminar/ laboratory/ project	• Relevance and clarity of the topic addressed – the extent to which the project meets the course objectives and responds to current issues in the field. • Methodological rigor – the adequacy of the research and analysis methods used, their correct application, and the scientific grounding. • Level of documentation – the use and integration of current and relevant bibliographic sources, with compliance to academic citation standards. • Originality and creativity of the proposed solutions – the student's personal contribution, the degree of innovation, and the practical applicability of the conclusions. • Quality of visual presentation and supporting materials – the appropriate use of tables, charts, diagrams, and visual elements to support the analysis.	Project Evaluation	50%
10.6 Minimal performance standard			

- Obtaining a minimum grade of 5 for the project
- Uploading the written project on the E-learning platform within the specified deadline
- Knowledge of the fundamental concepts of the field, reflecting the essential competences targeted by the course
- The student must be able to express ideas coherently and logically, both in writing and orally
- Achieving each subpoint of the examination topic and passing them with a minimum grade of 5
- Implementation of a food waste management system within luxury hotels

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Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

Dean Prof. dr. eng. Vasile PĂDUREANU	Head of Department Associate Professor dr. eng. Cristina Maria CANJA
Course holder Associate professor de. eng. Mirabela Ioana LUPU	Holder of project Associate professor de. eng. Mirabela Ioana LUPU

Note:

26) 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);

27) Study level – choose from among: Bachelor / Master / Doctorat;

28) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (specialty course)/ **CC** (complementary course);

29) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

30) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Crafting exclusive guest experiences					
2.2 Course convenor			Senior lecturer Simona ȘOICA, PhD					
2.3 Seminar/ laboratory/ project convenor			Senior lecturer Simona ȘOICA, PhD					
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E	2.7 Course status	Content[3]	SC
							Attendance type[4]	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	1	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					30
Tutorial					
Examinations					4
Other activities………………………………					

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5]	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Ethics and communication in luxury hospitality
4.2 competences-related	• Communication, values and general practices in tourism organizations

5. Conditions (if applicable)

5.1 for course development	• Room equipped with projector/TV, board and marker.
5.2 for seminar/ laboratory/ project development	• Room equipped with projector/TV, board and marker.

6. Specific competences and learning outcomes
6. Competențe specifice acumulate (conform grilei de competențe din planul de învățământ)

Professional competences	**Cp.7 Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result.**
	Upon completion of the master's program, graduates will be able to:
	Knowledge
	R.Î.7.1 Know the methods of analyzing customer requirements and the principles of identifying innovative solutions in luxury hospitality;
	R.Î.7.2 Understand how to integrate customer preferences and expectations into the design and execution of premium spaces, services and experiences;
	R.Î.7.3 Identify the stages of the hospitality project life cycle and the roles associated with representing and protecting customer interests;
	R.Î.7.4 Explain design options, operational models and service improvement strategies tailored to the luxury sector;
	R.Î.7.5 Understand the technical, financial and sustainability constraints that can influence negotiations and alignment with customer expectations.
	Skills
	R.Î.7.6 Analyze customer requirements and generate innovative solutions to realize their vision in luxury hospitality;
	R.Î.7.7 Integrate customer preferences into the design and implementation of spaces, services and experiences, ensuring optimal satisfaction;
	R.Î.7.8 Manage the protection of customer interests throughout the project life cycle, from concept to completion;
	R.Î.7.9 Conduct research and comparative analyses of design options, operational models and services to propose the most advantageous solutions;
	R.Î.7.10 Negotiate and adapt proposed solutions, aligning customer requirements with technical, financial and sustainability constraints.
	Responsibilities and autonomy
	R.Î.7.11 Ensure that customer interests and needs are respected at all stages of luxury hospitality projects;
	R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;
	R.Î.7.13 Plan and monitor strategies for integrating customer needs and preferences to ensure that the desired results are achieved at the unit level;
	R.Î.7.14 Take responsibility for negotiating and delivering solutions that meet or exceed customer expectations.
	Cp.8 Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational goals. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.
	Upon completion of the master's program, graduates will be able to:
	Knowledge
	R.Î.8.1 Know the principles of building and maintaining internal and external relationships in luxury hospitality, based on trust and collaboration;
	R.Î.8.2 Understand how to communicate effectively and transparently with stakeholders to align with organizational strategies;
	R.Î.8.3 Identify criteria and methods for evaluating and prioritizing strategic relationships with

	stakeholders;
	R.Î.8.4 Explain the role of stakeholder contributions in improving services, products and operations in luxury hospitality;
	R.Î.8.5 Know the techniques of mediation and diplomatic approach to disputes and concerns of stakeholders;
	R.Î.8.6 Know the structure and stages of developing stakeholder engagement plans in line with organizational objectives.
	Skills
	R.Î.8.7 Build and maintain strong relationships with internal teams, customers, suppliers and external partners in luxury hospitality;
	R.Î.8.8 Communicate effectively and transparently with stakeholders to ensure consistency with organizational strategies and objectives;
	R.Î.8.9 Analyze and prioritize strategic relationships, focusing resources on partnerships with the greatest impact;
	R.Î.8.10 Analyze and leverage stakeholder contributions to improve services and operations and build customer loyalty;
	R.Î.8.11 Mediate disputes and address stakeholder concerns with professionalism and diplomacy;
	R.Î.8.12 Develop and implement comprehensive stakeholder engagement plans, integrating organizational objectives with stakeholder needs.
	Responsibilities and autonomy
	R.Î.8.13 Ensure the maintenance of internal and external relationships based on trust, credibility and collaboration;
	R.Î.8.14 Organize and coordinate stakeholder communication and engagement activities at the operational and strategic levels;
	R.Î.8.15 Plan stakeholder relationship management strategies, setting priorities and allocating appropriate resources;
	R.Î.8.16 Take responsibility for maintaining stakeholder loyalty and support in achieving organizational objectives.

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

7.1 General course objective	• Designing exclusive tourism experiences
7.2 Specific objectives	• Developing the capacity to craft personalized experiences. • Developing the capacity to gain insight into the niche tourism. • Increasing creativity and the capacity to innovate.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
8.1.1. Crafting exclusive experiences: Paradigm and theories in nowadays society Introducing the evolution of tourism paradigms that are transforming vacations and travel into exclusive experiences.	Problematization. Applications	2	
8.1.2. The concept of exclusive experiences. Personalization, innovation, sustainability: • Presentation and discussion of the concept of exclusive experiences from the perspective of personalization, innovation, and sustainability: • Presentation and discussion of tactics for	Problematization. Applications	2	

adapting experiences to individual preferences—personalization. • Presentation and discussion of innovation techniques in the design of exclusive experience: introducing new, unusual, or technological elements (virtual reality, themed accommodation, unique activities). • Presentation and discussion of sustainability aspects in the creation of experiences that are responsible towards the environment and local communities (choosing local resources, protecting ecosystems).			
8.1.3. Roles, phantasy, imaginaries, happiness: Luxury contexts Exploring how luxury hospitality creates memorable experiences by combining reality with elements of fantasy and imagination.	Problematization. Applications	2	
8.1.4. Niche tourism: Exclusive experiences in different types of tourism Presentation and discussion of forms of niche tourism within different types of tourism (cultural, adventure, gastronomic, wellness, or ecological), and strategies through which companies transform standard services into memorable, personalized, and luxurious experiences.	Problematization. Applications	4	
8.1.5. Dimensions of luxury experiences: co-creation, stage, actors' performance 1.Co-creation – the active involvement of the customer in shaping the experience; 2. Place – the importance of the physical or virtual space in which the experience takes place; environment, architecture, design 3. Actors – the role of all participants in creating exclusive experience, tourists and tourism professionals who influence the perception, emotions, and value of the experience.	Problematization. Applications	2	
8.1.6. Product personalization and engagement with technology (VR, AR): Presentation and discussion of the importance of technology in creating experiences before, during, and after travel	Problematization. Applications	2	

Bibliography

- Conrady, R., Ruetz, D., & Aeberhard, M. (2020). Luxury Tourism. *Market Trends, Changing Paradigms and Best Practices. Editorial: Springer*.
- Feng, R., Wang, Y. C., & Ryan, B. (2018). Service Experiences at Luxury Hotels: Business Tourists' Perspectives. In *Quality Services and Experiences in Hospitality and Tourism* (pp. 181-193). Emerald Publishing Limited.
- Iloranta, R. (2022). Luxury tourism–a review of the literature. *European Journal of Tourism Research*, *30*, 3007-3007.

- Kotur, A. S., & Dixit, S. K. (Eds.). (2022). *The Emerald Handbook of Luxury Management for Hospitality and Tourism*. Emerald Publishing Limited.
- Novelli, M. (2018). Niche tourism: Past, present and future. *The SAGE handbook of tourism management*, 344-359.
- Thurlow, C., & Jaworski, A. (2012). Elite mobilities: The semiotic landscapes of luxury and privilege. *Social Semiotics*, *22*(4), 487-516.
- Wirtz, J., Holmqvist, J., & Fritze, M. P. (2020). Luxury services. *Journal of Service Management*, *31*(4), 665-691.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
8.2.1. Crafting exclusive experiences: Seminar activities: Discussing the phenomenon of luxury in the tourism industry. Luxury landscapes	Case studies. Applications	4	
8.2.2. The concept of exclusive experiences. Personalization, innovation: Designing exclusive tourist experiences: personalization, innovation, and sustainability. Seminar activities: - Applying the concepts of exclusive experiences in tourism. - Integrating elements of personalization, innovation, and sustainability in shaping tourist experiences. - Enhancing practical skills for planning and creating luxury tourism products.	Case studies. Applications	4	
8.2.3. Roles, fantasy, imagination, happiness. Contexts of luxury hospitality. Seminar activities: Analysing and discussing scientific studies and correlating them with practices in luxury tourism	Applications	4	
8.2.4. Niche tourism. Exclusive experiences in different types of tourism: Seminar activities: - Defining types of niche tourism and identifying best practices related to luxury tourism. - Choosing a type of niche tourism and designing an exclusive experience	Case studies. Applications	8	
8.2.5. Place, an important element in creating luxury experiences Seminar activities: - Analysing how physical or virtual space influences the perception of luxury. - Identifying environmental and architectural elements that contribute to memorable experiences. Specialized studies are analysed and case studies are identified.	Case studies. Applications	4	
8.1.6. Using technology (AR, VR) to create	Case studies. Applications	4	

experiences before, during, and after travel: Seminar activities: Enhancing the concept of a personalized tourist experience through AR and VR: before, during, and after the trip The theme aims to stimulate the integration of the three stages of the tourist experience—before, during, and after the trip—into an interactive concept.			

Bibliography
- Conrady, R., Ruetz, D., & Aeberhard, M. (2020). Luxury Tourism. *Market Trends, Changing Paradigms and Best Practices. Editorial: Springer*.
- Feng, R., Wang, Y. C., & Ryan, B. (2018). Service Experiences at Luxury Hotels: Business Tourists' Perspectives. In *Quality Services and Experiences in Hospitality and Tourism* (pp. 181-193). Emerald Publishing Limited.
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- Thurlow, C., & Jaworski, A. (2012). Elite mobilities: The semiotic landscapes of luxury and privilege. *Social Semiotics*, *22*(4), 487-516.
- Wirtz, J., Holmqvist, J., & Fritze, M. P. (2020). Luxury services. *Journal of Service Management*, *31*(4), 665-691.

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

Luxury brands in hospitality industry call for creative professionals to be able to craft unique, exclusive and personalized experiences.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Continuous activity and participation in class • active presence and interventions; • integration of theoretical knowledge into discussions; • demonstration of reflective thinking on the theories discussed.	Continuous assessment	10%

10.5 Seminar	Continuous activity and participation in seminars: • active participation in seminars: relevant contributions, pertinent questions, involvement in debates; • active participation in group activities.	Seminar activities	40%
	Oral exam (appropriate understanding of theoretical concepts and demonstration of their application through the assigned topic)	Summative assessment	50%

10.6 Minimal performance standard

Explaining the key concepts of the course

Completing seminar assignments

<p align="center">Evaluation grid by performance levels</p>

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Professor, Vasile PĂDUREANU, Dean	PhD Associate Professor, Cristina Maria CANJA, Head of Department
Senior lecturer Simona ȘOICA, PhD Course holder	Senior lecturer Simona ȘOICA, PhD Holder of seminar

Note:

31) 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);

32) Study level – choose from among: Bachelor / Master / Doctorat;

33) 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);

34) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

35) One credit is the equivalent of 25 study hours (teaching activities and individual study).

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FIȘA DISCIPLINEI

1. Date despre program

1.1 Instituția de învățământ superior	Universitatea Transilvania din Brașov
1.2 Facultatea	Alimentație și turism
1.3 Departamentul	Ingineria și managementul alimentației și turismului
1.4 Domeniul de studii de ………………[1]	Inginerie și management
1.5 Ciclul de studii[2]	Master
1.6 Programul de studii/ Calificarea	Inginerie și management în ospitalitatea de lux (în limba engleză)

2. Date despre disciplină

2.1 Denumirea disciplinei	Produse din carne și lapte pentru consumatorii de lux							
2.2 Titularul activităților de curs				Conf. dr. ing. Cristina Canja				
2.3 Titularul activităților de seminar/ laborator/ proiect				Conf. dr. ing. Cristina Canja				
2.4 Anul de studiu	1	2.5 Semestrul	2	2.6 Tipul de evaluare	ES	2.7 Regimul disciplinei	Conținut[3]	DS
							Obligativitate[4]	DI

3. Timpul total estimat (ore pe semestru al activităților didactice)

3.1 Număr de ore pe săptămână	**4**	din care: 3.2 curs	**2**	3.3 seminar/ laborator/ proiect	**2**
3.4 Total ore din planul de învățământ	56	din care: 3.5 curs	28	3.6 seminar/ laborator/ proiect	28

Distribuția fondului de timp	ore
Studiul după manual, suport de curs, bibliografie și notițe	20
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren	20
Pregătire seminare/ laboratoare/ proiecte, teme, referate, portofolii și eseuri	20
Tutoriat	
Examinări	2
Alte activități………………………………	7

3.7 Total ore de activitate a studentului	69
3.8 Total ore pe semestru	125
3.9 Numărul de credite[5]	5

4. Precondiții (acolo unde este cazul)

4.1 de curriculum	• Parcurgerea cursurilor fundamentale din domeniul ingineriei alimentare sau ospitalității, cum ar fi „Bazele ingineriei în ospitalitatea de lux" sau „Psihologia alimentației umane pentru consumatorii de lux". • Cunoștințe generale privind principiile de igienă și siguranță alimentară.
4.2 de competențe	• Studenții trebuie să dețină competențe de bază în analiza calității produselor alimentare. • Familiarizarea cu tehnologiile de procesare a alimentelor și criteriile de evaluare a produselor premium.

5. Condiții (acolo unde este cazul)

5.1 de desfășurare a cursului	• Studenții trebuie să aibă acces la suporturi de curs, materiale multimedia și

	studii de caz relevante privind procesarea și comercializarea produselor premium.
	• Activitatea didactică trebuie să se desfășoare într-o sală dotată cu echipamente audio-video moderne pentru prezentări interactive și simulări virtuale.
5.2 de desfășurare a seminarului/ laboratorului/ proiectului	• Seminarele și laboratoarele se desfășoară în spații dotate cu echipamente și instrumente pentru analiza organoleptică și procesarea produselor din carne și lapte.
	• Studenții trebuie să aibă acces la materii prime premium pentru desfășurarea experimentelor și simulărilor practice

6. Competențe specifice acumulate (conform grilei de competențe din planul de învățământ)

Competențe profesionale și rezultate ale învățării	**C1. Managementul resurselor în proiecte alimentare**
	Cunoștințe:
	• Cunoaște criteriile de calitate pentru produsele premium din carne și lapte, conform standardelor internaționale.
	• Înțelege principiile tehnologice avansate de procesare, inclusiv maturarea și ambalarea durabilă.
	• Cunoaște metode de optimizare a proceselor de producție și principii de sustenabilitate.
	Abilități:
	• Aplică criteriile de calitate în evaluarea produselor.
	• Utilizează tehnologii avansate de procesare și ambalare pentru optimizarea produsului.
	• Optimizează procesele de producție pentru reducerea pierderilor și creșterea eficienței.
	Responsabilități și autonomie:
	• Planifică și monitorizează resursele umane, financiare și materiale într-un proiect alimentar.
	• Coordonează atingerea obiectivelor proiectului în termene și bugete stabilite.
	• Ia decizii privind intervențiile necesare pentru menținerea standardelor de calitate și sustenabilitate.
	C2. Dezvoltarea și optimizarea proceselor tehnologice alimentare
	Cunoștințe:
	• Cunoaște metode de analiză senzorială, nutrițională și de conformitate pentru produsele premium.
	• Înțelege principiile dezvoltării și optimizării rețetelor și produselor inovatoare.
	• Cunoaște standardele și cerințele trasabilității și certificării calității în industria alimentară.
	Abilități:
	• Realizează analize senzoriale, nutriționale și de conformitate pentru produsele premium.
	• Elaborează și optimizează rețete și produse inovatoare, aplicând tehnologii avansate de procesare.
	• Implementează sisteme de trasabilitate și certificare a calității pentru asigurarea conformității.
	Responsabilități și autonomie:
	• Proiectează și implementează procese tehnologice pentru producția și conservarea alimentelor.
	• Coordonează activități de inovare și dezvoltare de produse premium, în conformitate cu cerințele pieței de lux.
	• Asigură respectarea standardelor de calitate și sustenabilitate, luând decizii autonome în gestionarea proceselor.

7. Obiectivele disciplinei (reieșind din competențele specifice acumulate)

| 7.1 Obiectivul general al disciplinei | • Dezvoltarea cunoștințelor despre specificul produselor premium din carne și |

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	lapte.
	• Înțelegerea tehnologiilor avansate de procesare și conservare.
	• Analizarea tendințelor globale și impactului cerințelor consumatorilor asupra producției
7.2 Obiectivele specifice	• Să recunoască și să evalueze produsele premium din carne și lapte.
	• Să aplice tehnici avansate de prelucrare pentru menținerea calității și a valorii adăugate.
	• Să adapteze procesele de producție la cerințele consumatorilor high-end.
	• Să elaboreze rețete și concepte culinare folosind produse premium.

8. Conținuturi

8.1 Curs	Metode de predare	Număr de ore	Observații
1. Introducere în segmentul high-end al pieței alimentare: 1.1. Definiția produselor premium. 1.2. Factori care influențează cererea pe segmentul high-end. 1.3. Diferitele categorii de consumatori de produse premium.	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	2	
2. Produse premium din carne: 2.1. Criterii de calitate pentru carnea destinată consumatorilor high-end. 2.2. Tipuri de carne premium: wagyu, dry-aged beef, iberico pork etc. 2.3. Metode avansate de procesare: maturare, marinare, tehnici sous-vide. 2.4. Ambalarea și conservarea cărnii premium	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	2	
3. Produse lactate premium: 3.1. Definiția și clasificarea produselor lactate premium. 3.2. Lapte de origine controlată: caracteristici și beneficii. 3.3. Brânzeturi fine: tipuri, procesare și maturare (brânzeturi cu mucegai, din lapte crud etc.). 3.4. Produse de nișă: unt artizanal, smântână fermentată, iaurt grecesc premium.	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	2	
4. Tendințe globale în producția de carne și lapte premium: 4.1. Impactul agriculturii sustenabile asupra produselor premium. 4.2. Utilizarea tehnologiilor avansate (biotehnologie, blockchain în trasabilitate). 4.3. Produse alternative pentru consumatorii high-end (lapte vegetal	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	4	

artizanal, carne de cultură).			
5. Aspecte nutriționale și de sănătate: 5.1. Beneficiile nutriționale ale produselor premium. 5.2. Impactul proceselor de prelucrare asupra valorii nutriționale. 5.3. Cerințe pentru produse ecologice și fără aditivi.	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	2	
6. Crearea experiențelor culinare pentru consumatorii high-end: 6.1. Cum să transformi produsele premium în preparate memorabile. 6.2. Asocierea produselor premium cu băuturi și alte preparate. 6.3. Prezentarea și povestea în jurul unui produs culinar exclusivist	Prelegeri interactive, expunere narativă, dezbateri, studiu de caz, brainstorming	2	

Bibliografie

1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner.
2. Gisslen, W. Professional Cooking. Wiley.
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan.
4. Materiale suplimentare oferite de cadrul didactic.

8.2 Seminar/ laborator/ proiect	Metode de predare-învățare	Număr de ore	Observații
1. Identificarea și evaluarea organoleptică a diferitelor tipuri de carne și lapte premium.	Demonstrații practice, învățare colaborativă, învățare bazată pe experimentare	2	
2. Tehnici de maturare și marinare pentru carnea premium.	Demonstrații practice, învățare colaborativă, învățare bazată pe experimentare	2	
3. Prepararea brânzeturilor artizanale în laborator	Demonstrații practice, învățare colaborativă, învățare bazată pe experimentare	2	
4. Crearea unui meniu de degustare folosind produse premium din carne și lapte	Demonstrații practice, învățare colaborativă, învățare bazată pe experimentare	4	
5. Simularea unui concept de marketing pentru lansarea unui produs high-end	Demonstrații practice, învățare colaborativă, învățare bazată pe experimentare	4	

Bibliografie

1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner.
2. Gisslen, W. Professional Cooking. Wiley.
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan.
4. Materiale suplimentare oferite de cadrul didactic.

9. Coroborarea conținuturilor disciplinei cu aşteptările reprezentanților comunităților epistemice, ale asociațiilor profesionale şi ale angajatorilor reprezentativi din domeniul aferent programului

Conținutul disciplinei respectă tendințele academice actuale și asigură o relevanță ridicată a competențelor transmise către studenți. Conținutul reflectă metodele și teoriile acceptate de comunitatea științifică și sunt în consonanță cu

abordările actuale, permițându-le studenților să își formeze o bază științifică solidă și actualizată. De asemenea, subiectele și temele abordate în cadrul cursului și activităților aplicative le oferă studenților cadru pentru cercetarea ulterioară a domeniului.

10. Evaluare

Tip de activitate	10.1 Criterii de evaluare	10.2 Metode de evaluare	10.3 Pondere din nota finală
10.4 Curs	Prezentarea unui studiu de caz privind producători celebri		30%
10.5 Seminar/ laborator/ proiect	Proiect individual		40%
	Participare și activitate practică		30%

10.6 Standard minim de performanță

- Standardul de performanță pentru disciplina *Produse din carne și lapte pentru clienți premium* presupune ca studenții să demonstreze competențe avansate în selecția, procesarea și dezvoltarea produselor alimentare din carne și lapte, utilizând tehnologii moderne, aliniate standardelor de calitate și sustenabilitate, pentru a răspunde cerințelor estetice, nutriționale și senzoriale ale segmentului premium.

<div align="center">Grilă de evaluare pe niveluri de performanță</div>

Nivel de performanță	Descriere generală	Caracteristici
Excelent (10–9)	Stăpânește integral conceptele; analizele sunt inovative și exacte	Terminologie perfectă, structură logică, autonomie, gândire critică
Foarte bine (8)	Demonstrează înțelegere solidă și aplicare corectă	Erori minore, dar coerență conceptuală și aplicativă
Bine (7)	Înțelege conceptele de bază, dar aplicarea este parțială	Terminologie uneori inexactă, explicații incomplete
Suficient (6)	Aplicare mecanică a noțiunilor, fără reflecție reală	Răspunsuri corecte parțial, lacune de logică
Insuficient (<5)	Nu demonstrează înțelegerea noțiunilor fundamentale	Confuzie teoretică, aplicații greșite, lipsă de argumentare

Prezenta Fișă de disciplină a fost avizată în ședința de Consiliu de departament din data de 05/09/2025 și aprobată în ședința de Consiliu al facultății din data de 08/09/2025

PROF. DR. VASILE PĂDUREANU, Decan	CONF. DR. CRISTINA MARIA CANJA, Director de departament
CONF. DR. CRISTINA MARIA CANJA, Titular de curs	CONF. DR. CRISTINA MARIA CANJA, Titular de laborator

Notă:

36)Domeniul de studii - se alege una din variantele: Licență/ Masterat/ Doctorat (se completează conform cu Nomenclatorul domeniilor și al specializărilor/ programelor de studii universitare în vigoare);

37)Ciclul de studii - se alege una din variantele: Licență/ Masterat/ Doctorat;

38)Regimul disciplinei (conținut) - se alege una din variantele: **DF** (disciplină fundamentală)/ **DD** (disciplină din domeniu)/ **DS** (disciplină de specialitate)/ **DC** (disciplină complementară) - pentru nivelul de licență; **DAP** (disciplină de aprofundare)/ **DSI** (disciplină de sinteză)/ **DCA** (disciplină de cunoaștere avansată) - pentru nivelul de masterat;

39)Regimul disciplinei (obligativitate) - se alege una din variantele: **DI** (disciplină obligatorie)/ **DO** (disciplină opțională)/ **DFac** (disciplină facultativă);

40)Un credit este echivalent cu 30 de ore de studiu (activități didactice și studiu individual).

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COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course			Professional practice I				
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	I	2.6 Evaluation type	V1	2.7 Course status	Content[3]	SC
							Attendance type[4]	CPC

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

3.1 Total number of hours in the curriculum	112	
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		
Tutorial		
Examinations		
Other activities…………………………………		38

3.2 Total number of hours of student activity	38
3.3 Total number per semester	150
3.4 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• Multimedia equipped room
5.2 for seminar/ laboratory/ project development	• Equipped kitchen and reception

6. Competences and learning outcomes

<table>
<tr>
<td rowspan="1" style="writing-mode: vertical">Competences and learning outcomes</td>
<td>

Cp.1 Manages and plans the various resources involved in the practical work of gastronomy and/or accommodation establishments, such as human resources, time, space, and quality standards, monitoring the performance of activities to ensure premium services tailored to customer needs.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.1 Know the fundamental principles of nutrition and dietetics applicable in luxury gastronomy and accommodation establishments;

R.Î.1.2 Understand the concepts of hygiene and health at work necessary for carrying out activities in premium hospitality.

Skills:

R.Î.1.8 Correctly apply serving and reception procedures for premium customers, respecting international hospitality etiquette and standards;

R.Î.1.11 Manage practical tasks related to food hygiene and safety, monitoring compliance with rules in the workplace.

Responsibilities and autonomy:

R.Î.1.17 Ensure the correct implementation of quality and hygiene standards in practical work carried out in catering and accommodation establishments;

R.Î.1.18 Organize and coordinate their own activities and collaborate effectively with the team to provide premium services.

Cp.4 Develop and apply practical processes and techniques for food production, serving, and customer reception in luxury catering and accommodation establishments, engaging in the implementation and enforcement of hygiene, health, and premium quality standards.

Knowledge:

R.Î.4.1 Know the fundamental principles and techniques of food production, service, and reception applicable to luxury gastronomy and accommodation establishments.

Skills:

R.Î.4.8 Correctly apply practical preparation, service, and reception processes, complying with hygiene and premium quality standards.

R.Î.4.12 Optimize workflows in the kitchen, serving areas, and reception activities to increase efficiency and premium customer satisfaction.

Responsibilities and autonomy:

R.Î.4.15 Ensure the implementation and compliance with hygiene, health, and quality rules in the practical work carried out in luxury hospitality establishments.

Cp.5 Perform practical inspections and monitoring of services, processes, and products in luxury gastronomy and accommodation establishments to assess quality and ensure compliance with hygiene, safety, and premium excellence standards.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.5.2 Identify inspection and monitoring techniques and procedures applicable to luxury gastronomy and accommodation activities.

Skills:

R.Î.5.9 Inspect and monitor food service, reception, and production processes to identify non-conformities and ensure premium quality.

Responsibilities and autonomy:

R.Î.5.15 Ensure the proper conduct of inspections and quality tests in premium gastronomy and accommodation establishments.

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7. Course objectives

7.1 General course objective	• Correct understanding of the concepts specific to practical work in a gastronomic and/or accommodation establishment. • Acquiring practical skills specific to working in a gastronomic and/or accommodation establishment.
7.2 Specific objectives	• Explaining and understanding specific concepts related to nutrition, dietetics serving and reception and acquiring practical skills related to their implementation in a gastronomic and/or accommodation establishment. • Explaining and understanding specific concepts related to hygiene and occupational health and acquiring practical skills related to their implementation in a gastronomic and/or accommodation establishment.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to nutrition and dietetics The fundamental principles of nutrition and dietetics are presented, with an emphasis on balanced, healthy nutrition tailored to premium customers. The differences between standard menus and those customized for luxury consumers are discussed, including current trends such as organic, vegan, gluten-free, or other special diets. Dietary principles are analyzed and correlated with standards of excellence in luxury gastronomy establishments.	Training Practice	56	
2. Introduction to serving and reception practices for premium customers Essential procedures for serving and interacting with customers in luxury restaurants, hotels, and resorts are addressed. Professional etiquette, rules of protocol, and interpersonal communication techniques tailored to the premium segment are presented. Emphasis is placed on creating a personalized experience for each customer, managing special requests, and developing reception and service skills that convey refinement, discretion, and professionalism.	Training Practice	56	
Bibliography Sendjaya, S. (2015). Personal and organizational excellence through servant leadership. Australia: Springer International Publishing Switzerland. Ford, R. C., Sturman, M. C., & Heaton, C. P. (2012). Managing quality service in hospitality: How organizations achieve excellence in the guest experience. Cengage Learning. Gibney, M. J., Lanham-New, S. A., Cassidy, A., & Vorster, H. H. (2009). Introduction to Human Nutrition Second Edition. Webster-Gandy, J., Madden, A., & Holdsworth, M. (Eds.). (2020). Oxford handbook of nutrition and dietetics. Oxford University Press. Winterfeldt, E. A., Bogle, M. L., & Ebro, L. L. (2017). Nutrition & Dietetics: Practice and Future Trends. Jones & Bartlett Publishers. Wallace, C. A., Sperber, W. H., & Mortimore, S. E. (2018). Food safety for the 21st century: Managing HACCP and food			

safety throughout the global supply chain. John Wiley & Sons.

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

The course content responds to current trends in the luxury hospitality industry and provides students with a directly applicable framework, in line with academic standards and industry employer requirements. With an emphasis on nutrition, service, reception, hygiene, and occupational health, the course reflects internationally recognized best practices and regulations and is aligned with the expectations of professional associations in gastronomy and luxury tourism. Practical activities allow students to develop real working skills in premium accommodation and gastronomy establishments, ensuring rapid integration into the labor market and the formation of a professional profile adapted to the current requirements of employers.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts related to nutrition, dietetics, serving and reception for high-end clients, hygiene and occupational health and their appropriate use in specific hospitality contexts.	Oral examination	25%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts in hospitality.	Evaluation of the written project	25%
		Grade proposed by the practice coordinator from the hospitality establishment where the practice took place	50%

10.6 Minimal performance standard
- Presentation of the professional practice workbook.
- Physical attendance at the 112 hours of practice.
- Correct understanding of the theoretical concepts.
- Appropriate application of the theoretical concepts in a hospitality establishment.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU,	PhD Prof.eng. Habil. Cristina Maria CANJA,
....	....
Dean	Head of Department

PhD Assoc.Prof. Laura CISMARU,

....

Practice Coordinator

Note:

41) 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);

42) Study level – choose from among: Bachelor / Master / Doctorat;

43) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

44) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

45) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course		Professional practice II						
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	V 2	2.7 Course status	Content[3)	SC
							Attendance type[4)	CPC

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

3.1 Total number of hours in the curriculum	112	
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		
Tutorial		
Examinations		
Other activities…………………………………		38

3.2 Total number of hours of student activity	38
3.3 Total number per semester	150
3.4 Number of credits[5)	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• Multimedia equipped room
5.2 for seminar/ laboratory/ project development	• Equipped kitchen and reception

6. Competences and learning outcomes

<table>
<tr>
<td rowspan="1" style="writing-mode: vertical">Competences and learning outcomes</td>
<td>

Cp.1 Manages and plans material and human resources in luxury catering and accommodation establishments, monitoring asset management, inventory, and reception services to ensure premium quality and operational efficiency.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.1 R.Î.1.1 Understand the principles and procedures of asset and inventory management applicable to premium gastronomy and accommodation establishments.

Skills:

R.Î.1.8 Manage stock records and rotation, applying modern inventory optimization methods to reduce losses.

R.Î.1.11 Apply resource planning and monitoring techniques to ensure the smooth running of serving and reception activities.

Responsibilities and autonomy:

R.Î.1.17 Ensure the implementation of and compliance with quality standards in asset management and premium service coordination activities.

Cp.4 Develop and apply culinary and reception techniques specific to luxury hospitality, engaging in the design and implementation of processes that guarantee premium gastronomic experiences and personalized services.

Knowledge:

R.Î.4.1 Be familiar with culinary and reception techniques tailored to the needs of premium customers and international hospitality standards.

Skills:

R.Î.4.8 Correctly apply advanced culinary techniques and reception procedures, complying with hygiene rules and professional etiquette.

R.Î.4.12 Optimize kitchen and reception workflows to increase operational efficiency and customer satisfaction.

Responsibilities and autonomy:

R.Î.4.15 Ensure compliance with culinary, hygiene, and excellence standards in the implementation of luxury product preparation and serving techniques.

Cp.5 Perform practical inspections and monitoring of culinary products and reception services in luxury gastronomy and accommodation establishments to assess quality and ensure compliance with premium standards.

Upon completion of the master's program, the graduate will be able to:

Knowledge:

R.Î.5.2 Identify inspection and monitoring techniques applicable to culinary and reception processes in luxury establishments.

Skills:

R.Î.5.9 Inspect and monitor the preparation of culinary dishes and the performance of reception activities to identify non-conformities.

R.Î.5.10 Evaluate the quality of services offered to premium customers by applying feedback procedures and systematic checks.

Responsibilities and autonomy:

R.Î.5.15 Ensure the proper conduct of inspections and quality tests for products and services in premium gastronomy and accommodation establishments.

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</table>

7. Course objectives

7.1 General course objective	• Correct understanding of the concepts specific to practical work in a gastronomic and/or accommodation establishment. • Acquiring practical skills specific to working in a gastronomic and/or accommodation establishment.
7.2 Specific objectives	• Explaining and understanding specific concepts related to asset and inventory management and acquiring practical skills related to their implementation in a gastronomic and/or accommodation establishment. • Explaining and understanding specific concepts related to culinary and reception techniques for high-end tourists and acquiring practical skills related to their implementation in a gastronomic and/or accommodation establishment.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Asset and inventory management This covers the principles and methods of managing assets, raw materials, and material resources used in luxury catering and accommodation establishments. It covers procedures for recording, storing, and rotating stock, as well as the use of modern digital inventory management systems. The focus is on reducing losses, optimizing costs, and maintaining the quality of products and services at premium standards, in line with the requirements of luxury customers.	Training Practice	56	
2. Culinary and reception techniques for premium customers Advanced techniques for preparing and presenting culinary products specific to the luxury segment are presented, including plating, the use of rare or exclusive ingredients, and the integration of international gastronomic trends. On the reception side, procedures tailored to premium tourists are discussed: personalized communication, professional etiquette, managing special requests, and ensuring a flawless experience from the moment the customer arrives. Emphasis is placed on attention to detail, refinement, and consistency between culinary and reception services to enhance the integrated luxury experience.	Training Practice	56	
Bibliography Brown, D. R. (2003). The restaurant manager's handbook: How to set up, operate, and manage a financially successful food service operation (Vol. 1). Atlantic Publishing Company. Sendjaya, S. (2015). Personal and organizational excellence through servant leadership. Australia: Springer International Publishing Switzerland. Ford, R. C., Sturman, M. C., & Heaton, C. P. (2012). Managing quality service in hospitality: How organizations achieve excellence in the guest experience. Cengage Learning.			

Walker, J. R. (2021). The restaurant: from concept to operation. John Wiley & Sons.

Arduser, L., & Brown, D. R. (2006). The Professional Caterers' Handbook: How to Open and Operate a Financially Successful Catering Business with CD-ROM. Atlantic Publishing Company.

National Restaurant Association Educational Foundation (2011). FOUNDATIONS of Restaurant Management & Culinary Arts Level One. Pearson Education.

Labensky, S. R. (2013). On Cooking: A text book of Culinary Fundamentals. Pearson Education.

Arvanitoyannis, I. S. (2010). Waste management for the food industries. Academic Press.

Jones, T. (2008). Culinary calculations: simplified math for culinary professionals. John Wiley & Sons.

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

The course content reflects current trends in luxury hospitality and meets the expectations of academic and professional communities by focusing on the management of material resources and the application of culinary and reception techniques tailored to the premium segment. Practical courses provide students with direct and relevant experiences for the professional environment, in accordance with the standards recognized by international organizations in gastronomy and luxury tourism. At the same time, they ensure the acquisition of skills required by employers—efficient management of goods and inventory, use of advanced culinary techniques, provision of personalized services, and maintenance of premium quality—contributing to the rapid integration of graduates into the labor market and their adaptation to the current demands of the industry.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts and their appropriate use in specific hospitality contexts.	Oral examination	25%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts in hospitality.	Evaluation of the written project	25%
		Grade proposed by the practice coordinator from the hospitality establishment where the practice took place	50%

10.6 Minimal performance standard
- Presentation of the professional practice workbook.
- Physical attendance at the 112 hours of practice.
- Correct understanding of the theoretical concepts.
- Appropriate application of the theoretical concepts in a hospitality establishment.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of	Theoretical confusion, incorrect

F03.2–PS7.2–01/ed.3, rev.5

	fundamental concepts	applications, lack of argumentation	

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Laura CISMARU, ... **Practice Coordinator**	

Note:

46) 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);

47) Study level – choose from among: Bachelor / Master / Doctorat;

48) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

49) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

50) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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			Strategic luxury brand development					
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	E 2	2.7 Course status	Content[3]	FC
							Attendance type[4]	EC

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/ laboratory/ project	**1/0/0**
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	14/0/0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					20
Additional documentation in libraries, specialized electronic platforms, and field research					20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					38
Tutorial					
Examinations					
Other activities………………………………					

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5]	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Marketing
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. Competences and learning outcomes

<table>
<tr><td rowspan="2" style="writing-mode: vertical">Competences and learning outcomes</td><td>

Cp.1 Manages and plans the resources necessary for the development and promotion of luxury brands in hospitality, including human, financial, informational, and time resources, and monitors the implementation stages to ensure strategic positioning and the achievement of set objectives.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.1 Understand the fundamental concepts, principles, and tools of branding and marketing applicable to the development of luxury brands in hospitality;

R.Î.1.2 Identify advanced techniques for planning and monitoring branding and promotion projects for luxury hospitality establishments, such as hotels, resorts, and fine-dining restaurants.

Skills:

R.Î.1.8 Efficiently manage the human, financial, and informational resources involved in branding and promotion projects for luxury hospitality, in accordance with premium market standards;

R.Î.1.9 Develop and implement detailed strategic branding plans for luxury hotels, resorts, and restaurants, ensuring the delivery of key milestones;

R.Î.1.14 Generate innovative brand concepts by integrating storytelling, local values, and personalized experiences dedicated to luxury customers.

R.Î.1.16 Use local heritage, stories, and traditions in brand building and communication, creating an authentic connection between customers and premium hospitality establishments.

Responsibilities and autonomy:

R.Î.1.17 Ensure the autonomous management of strategic branding projects in luxury hospitality, taking responsibility for achieving positioning and communication objectives;

R.Î.1.19 Plan and adapt branding strategies to respond to market changes and premium consumer preferences.

Cp.7 Protect the interests and needs of premium customers by identifying and integrating their preferences into luxury brand development and promotion strategies, ensuring brand identity consistency and achieving desired results.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.7.1 Know the methods of analyzing the requirements of premium consumers and the principles of identifying innovative solutions in the development of luxury brands;

R.Î.7.2 Understand how to integrate customer preferences and expectations into branding and promotion strategies for premium products and services.

Skills:

R.Î.7.6 Analyze customer requirements and generate innovative solutions for adapting the identity and communication of the luxury brand;

R.Î.7.7 Integrate the preferences of premium consumers into branding campaigns and experiences to ensure optimal satisfaction.

Responsibilities and autonomy:

R.Î.7.11 Ensures that customer needs and preferences are respected at all stages of branding and communication projects in luxury hospitality;

R.Î.7.13 Plans and monitors strategies for integrating customer needs and expectations into the luxury brand development process.

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7. Course objectives

7.1 General course objective	• Correct understanding of the new concepts specific to branding in marketing, as well as their correct application in the context of luxury hospitality marketing.
7.2 Specific objectives	• Explaining and understanding key concepts specific to branding. • Explaining and understanding key concepts specific to brand communication in marketing (promotion and research) • Correct use of the knowledge taught in the realization of brands, complex promotional sub-mixes for the luxury hospitality market. • Correct application of taught knowledge in conducting qualitative marketing research in the field of product branding in luxury hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Marketing Environment Research This course unit introduces the analysis of the external and internal environment of luxury hospitality organizations. Market trends, premium consumer dynamics, competitors, and cultural and social influences are studied. Emphasis is placed on data collection and interpretation methods (SWOT analysis, benchmarking) to inform strategic branding decisions.	Lecture and debate	4	
2. Branding models. The pyramid model The main theoretical and applied models used in branding are explored, with a special focus on the pyramid model of the brand (brand essence, Lecture and debate personality, values, benefits, attributes). The way in which luxury brands build their identity and loyalty through symbolic, emotional, and cultural values is discussed.	Lecture and debate	4	
3. Stages in branding. Brand architecture This unit details the steps necessary to build and strengthen a brand: research, identity definition, positioning, communication, and consumer experience management. It discusses the creation of brand architecture elements (name, logo, motto) and their relevance in luxury hospitality (chain hotels vs. boutique hotels).	Lecture and debate	6	
4. Brand promotion – emotional resonance with the consumer It analyzes the role of emotional communication in luxury branding. Storytelling techniques, the use of symbols, sensory experiences, and campaigns that convey exclusivity and authenticity are addressed. The focus is on building an emotional connection between the brand and premium consumers.	Lecture and debate	4	
5. Psychographic segmentation in strategic branding.	Lecture and debate	4	

Segmentation variables applicable in luxury hospitality Luxury consumer typologies and psychographic segmentation methods (lifestyle, personality, values, attitudes, motivations) are explained. Variables specific to the luxury market (focus on unique experiences, sustainability, cultural authenticity) are presented, allowing for more precise targeting and deeper personalization of the offer.			
6. Strategic brand positioning. Positioning models in luxury hospitality This unit deals with the process of positioning luxury brands in relation to competition and consumer expectations. Positioning models are presented (perceptual map, 4D model of luxury—exclusivity, quality, symbolism, experience). Case studies on luxury hotels, restaurants, or resorts are analyzed, along with the strategies they use to maintain their relevance and attractiveness in the premium market.	Lecture and debate	6	

Bibliography

Som, A., & Blanckaert, C. (2015). The road to luxury: The evolution, markets, and strategies of luxury brand management. John Wiley & Sons.

Kanani, R. B. (2017). A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality. Black Truffle Press.

Lin, Y., & Choe, Y. (2022). Impact of luxury hotel customer experience on brand love and customer citizenship behavior. Sustainability, 14(21), 13899.

Yeshin, T. (2012). Integrated marketing communications. Routledge.

Broderick, A., & Pickton, D. (2005). Integrated marketing communications. Pearson Education UK.

Paul, H., Matthew, H., Julia, C., & Oliver, T. (2016). Market Research in Practice An introduction to gaining greater market insight 3rd ed.

Keegan, S. (2009). Qualitative research: Good decision making through understanding people, cultures and markets. Kogan Page Publishers.

Leisch, F., Dolnicar, S., & Grün, B. (2018). Market segmentation analysis: Understanding it, doing it, and making it useful.

Hooley, G. J., Piercy, N., & Nicoulaud, B. (2008). Marketing strategy and competitive positioning. Pearson Education.

Wheeler, A. (2018). Designing Brand Identity: An Essential Guide For The Entire Branding Team. Hoboken, New Jersey: John Willey & Son.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Students will work in teams or individually on a qualitative research project aimed at developing and promoting a luxury hospitality brand (restaurant or hotel). The project will combine the theory taught in class with practical application, through which participants will demonstrate their ability to integrate fundamental strategic branding concepts. The project will consist of the following stages: **1. Marketing environment research** – analysis of the market, competitors, and trends in luxury hospitality to	Group project Short Research	14	

establish the brand.			
2. **Defining brand identity and architecture** – formulating brand values, vision, and structure using the pyramid model.			
3. Consumer segmentation and profiling – identifying the target audience through psychographic variables and creating a strategic consumer profile.			
4. **Strategic positioning** – placing the brand in the luxury market through perceptual maps and positioning models.			
5. **Brand promotion** – developing a communication campaign based on storytelling and emotional resonance with the consumer.			
6. Final presentation – supporting the project with a clear and well-argued presentation that highlights the branding and promotion strategy.			

Bibliography

Som, A., & Blanckaert, C. (2015). The road to luxury: The evolution, markets, and strategies of luxury brand management. John Wiley & Sons.

Kanani, R. B. (2017). A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality. Black Truffle Press.

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Hooley, G. J., Piercy, N., & Nicoulaud, B. (2008). Marketing strategy and competitive positioning. Pearson Education.

Wheeler, A. (2018). Designing Brand Identity: An Essential Guide For The Entire Branding Team. Hoboken, New Jersey: John Willey & Son.

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

The course content reflects current academic trends in marketing and strategic branding and ensures that the skills taught to students are highly relevant to the luxury hospitality industry. The content reflects the methods and theories established by the scientific community and is in line with the contemporary approaches of professional associations and employers in the field, allowing students to build a solid scientific foundation tailored to the requirements of the premium market. In addition, the topics and themes covered in the course and applied activities (marketing environment research, branding models, psychographic segmentation, strategic positioning, and emotional resonance promotion) provide students with a framework for exploration and applied research for the development and consolidation of luxury brands in hospitality.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage

			of the final grade
10.4 Course	The correct understanding of the theoretical concepts and their appropriate use in contexts specific to luxury hospitality	Oral examination	50%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts within the project implementation; creativity and innovation.	Evaluation of the written project	50%

10.6 Minimal performance standard

- 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.
- Correct understanding of basic concepts and models specific to marketing research, branding and promotion.
- Correct use of terms specific to marketing research, branding and promotion.
- Creating a strong brand, a segmentation model and an innovative promotion sub-mix for the analyzed enterprise.

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Psychologist Laura CISMARU, ... Course holder	PhD Assoc.Prof. Psychologist Laura CISMARU, ... Holder of seminar/ laboratory/ project

Note:

51) 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);

[52] Study level – choose from among: Bachelor / Master / Doctorat;

[53] Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

[54] Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

[55] One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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		Guest experience innovation in high-end properties					
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	E2	2.7 Course status	Content[3)	FC
							Attendance type[4)	EC

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/ laboratory/ project	**1/0/0**
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	14/0/0

Time allocation	hours
Study of textbooks, course support, bibliography and notes	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	38
Tutorial	
Examinations	
Other activities…………………………………	

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5)	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Marketing
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. Competences and learning outcomes

<table>
<tr><td rowspan="2" style="writing-mode: vertical-lr">Competences and learning outcomes</td><td>

Cp.1 Manages and plans the resources necessary for the development and promotion of luxury experiential products in hospitality, including human, financial, informational, and time resources, and monitors the implementation stages to ensure the delivery of personalized experiences and the achievement of set objectives.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.1 Understand the fundamental concepts, models, and principles of experiential marketing applicable to luxury hospitality;

R.Î.1.2 Identify the resources and stages necessary for the development of a complex experiential product in luxury restaurants and hotels.

Skills:

R.Î.1.8 Manage the human, financial, and informational resources involved in designing and delivering personalized experiences for premium customers;

R.Î.1.9 Develop and implement detailed plans for the design and promotion of experiential products in luxury hospitality;

R.Î.1.15 Organize and capitalize on innovative experiences for guests, such as themed events or cultural activities, integrated into the brand strategy.

Responsibilities and autonomy:

R.Î.1.17 Ensure the coordination and monitoring of innovation projects for experiences in luxury hospitality, taking responsibility for achieving the set objectives;

R.Î.1.19 Plan and adapt experiential product development strategies to respond to market changes and premium consumer preferences.

Cp.7 Protects the interests and needs of premium customers by identifying, integrating, and personalizing their preferences in the design and delivery of luxury experiential products, ensuring the uniqueness and superior quality of the experience.

Upon completion of the master's program, the graduate will be able to:

Knowledge:

R.Î.7.1 Know the methods of analyzing the requirements of premium customers and the principles of identifying innovative solutions for the development of luxury experiential products;

R.Î.7.2 Understand how to integrate customer preferences and expectations into the design and communication of premium experiences.

Skills:

R.Î.7.6 Analyze customer requirements and generate innovative solutions for creating personalized and memorable experiences in luxury hospitality;

R.Î.7.7 Integrate premium customer preferences into the design and implementation of experiential products, ensuring a high level of satisfaction and loyalty.

Responsibilities and autonomy:

R.Î.7.11 Ensure that customer interests and expectations are respected at all stages of luxury hospitality experience innovation projects;

R.Î.7.13 Plan and monitor strategies for integrating customer needs and preferences to deliver premium experiences with a strategic impact on the brand.

</td></tr>
</table>

7. Course objectives

7.1 General course objective	• Learning specific concepts of experiential marketing and their correct application in the context of luxury hospitality marketing.
7.2 Specific objectives	• Explaining and understanding key concepts specific to experiential marketing. • Explaining and understanding key concepts specific to communication of the experience (promotion and research). • Correct use of the knowledge taught in the realization of experience products, complex promotional sub-mixes for the luxury hospitality market. • Correct application of the taught knowledge in conducting qualitative marketing research in the field of complex experience products in luxury hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. The experiential product. Applications in luxury hospitality This unit defines the concept of "experiential product" and how it goes beyond tangible characteristics, integrating emotions, symbolism, and personalized interaction. Examples from luxury hospitality (gourmet dinners with renowned chefs, themed stays, personalized wellness experiences) are analyzed to highlight how they create unique value and long-term loyalty.	Lecture and debate	8	
2. Marketing environment research The marketing environment specific to the premium experience market is studied by analyzing trends, competitor profiles, and high-end customer expectations. Qualitative research methods (interviews, observation, focus groups) applicable to identifying the needs and motivations of luxury customers are presented.	Lecture and debate	2	
3. Models for creating the experience product This unit explores theoretical and applied models for designing experiences (e.g., Pine & Gilmore – "The Experience Economy," the model of the four spheres of experience: entertainment, educational, aesthetic, and escapist). The focus is on innovation in the design of luxury experiences and the integration of multisensory and cultural elements.	Lecture and debate	4	
4. Promoting the experience product – emotional resonance with the consumer The components of the promotion submix (advertising, sales promotion, public relations, and professional selling) are presented. Communication strategies that emphasize emotions, storytelling, and authenticity are analyzed. Promotional campaigns that create an	Lecture and debate	6	

emotional connection with the consumer and convey the exclusivity and uniqueness of premium experiences (e.g., digital storytelling, virtual experiences, collaborations with brand ambassadors) are discussed.			
5. Profiling the experience consumer This unit focuses on segmenting and profiling consumers who are oriented toward unique and personalized experiences. Psychographic variables (values, personality, lifestyle, motivations, search for authenticity) are discussed, as well as how they are used to create experiences tailored to the premium audience in hospitality.	Lecture and debate	8	

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Keegan, S. (2009). Qualitative research: Good decision making through understanding people, cultures and markets. Kogan Page Publishers.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Students will carry out a qualitative research project aimed at designing and promoting a complex experience product for a luxury restaurant or hotel. The project will integrate theoretical knowledge with practical applicability and will go through the following stages: 1. **Marketing environment research** – analysis of the premium experience market, competitors, and emerging trends in luxury hospitality. 2. **Defining the experiential product** – description of the concept, distinctive elements, and added value for	Group project Short Research	14	

premium customers. 3. **Applying experience creation models** – using established models (e.g., Pine & Gilmore, the 4 spheres of experience) to structure and innovate the product. 4. **Consumer profiling** – identifying the target segment based on psychographic variables (lifestyle, personality, motivations, preferences). 5. **Promoting the experiential product** – developing a communication and promotion campaign based on storytelling, emotional resonance, and exclusivity. 6. **Final presentation** – supporting the project with an integrated presentation that highlights the research, experiential concept, and promotion strategy.			

Bibliography

Roederer, C., & Filser, M. (2016). Marketing expérientiel: Vers un marketing de la cocréation. Vuibert.

Lent, R., & Tour, G. (2009). Selling luxury: connect with affluent customers, create unique experiences through impeccable service, and close the sale. John Wiley & Sons.

Gupta, D. G., Shin, H., & Jain, V. (2022). Luxury experience and consumer behavior: a literature review. Marketing Intelligence & Planning, 41(2), 199-213.

Pine, B. J. II,. and Gilmore, JH (2011), The Experience Economy, Updated Edition. Harvard Business Review Press, Boston, MA.

Sundbo, J., & Darmer, P. (Eds.). (2008). Creating experiences in the experience economy. Edward Elgar Publishing.

Benckendorff, P., Moscardo, G., & Pendergast, D. (Eds.). (2009). Tourism and generation Y. Cabi.

Som, A., & Blanckaert, C. (2015). The road to luxury: The evolution, markets, and strategies of luxury brand management. John Wiley & Sons.

Kanani, R. B. (2017). A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality. Black Truffle Press.

Lin, Y., & Choe, Y. (2022). Impact of luxury hotel customer experience on brand love and customer citizenship behavior. Sustainability, 14(21), 13899.

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Keegan, S. (2009). Qualitative research: Good decision making through understanding people, cultures and markets. Kogan Page Publishers.

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

The course content follows current academic trends in experiential marketing and ensures that the skills taught to students are highly relevant to the luxury hospitality industry. The content reflects the methods and theories established by the scientific community and correlates with contemporary approaches promoted by professional associations and representative employers, allowing students to form a solid scientific foundation applied to the requirements of the premium market. In addition, the topics covered in the course and applied activities (experience-based products, experience creation models, consumer profiling, and promotion through emotional resonance) provide students with a framework for research and applied exploration for the design, innovation, and personalization of luxury experiences in hospitality.

10. Evaluation

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Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts and their appropriate use in contexts specific to luxury hospitality	Oral examination	50%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts within the project implementation; creativity and innovation.	Evaluation of the written project	50%

10.6 Minimal performance standard
- 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.
- The correct use of theoretical notions related to market research, experiential marketing and profiling.
- To create an innovative experience product, tailored to the specific needs of luxury consumers.

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Psychologist Laura CISMARU, ... Course holder	PhD Assoc.Prof. Psychologist Laura CISMARU, ... Holder of seminar/ laboratory/ project

Note:

56) 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);

[57] Study level – choose from among: Bachelor / Master / Doctorat;

[58] Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

[59] Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

[60] One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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		Cultural Immersion Experiences							
2.2 Course convenor				Lecturer: Dr. Anamaria Lazăr					
2.3 Seminar/ laboratory/ project convenor				Lecturer: Dr. Anamaria Lazăr					
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	C	2.7 Course status	Content[3)	CC
					2		Obligation[4)	EC

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/ laboratory/ project	**P 1**
3.4 Total hours of the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	14
Time allocation					Hours
Study of textbooks, course support, bibliography and notes					20
Additional documentation in libraries, specialized electronic platforms, and field research					25
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					25
Tutorial					6
Examinations					2
Other activities....................................					

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5)	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Not the case
4.2 competences-related	• Not the case

5. Conditions (if applicable)

5.1 for course development	• Not the case
5.2 for seminar/ laboratory/	• Not the case

project development	

6. Specific competences and learning outcomes

Professional competences	**Cp.7 Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome.**
	Skils:
	Developing skills to understand and evaluate the cultural diversity of clients and guests.
	The ability to plan immersive and personalized cultural experiences to meet client needs and preferences.
	Intercultural communication skills and the ability to adapt services to specific cultural contexts.
	Competencies:
	The capacity to develop and implement strategies for creating authentic and memorable cultural experiences that add value to luxury services.
	The ability to study and interpret clients' cultural preferences to offer customized solutions.
	The competence to manage relationships effectively with clients from diverse cultural backgrounds and to deliver culturally sensitive and professional services.
	Responsibility and autonomy:
	The responsibility to ensure client satisfaction through personalized cultural experiences and adapting services to specific needs.
	Autonomy in developing and adjusting cultural experience offerings based on the client profile and cultural context.
	Responsibility for maintaining quality standards and promoting a positive image of the luxury brand on the international market.

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

7.1 General course objective	Provide students with an in-depth understanding of cultural diversity and its impact on the hospitality industry.
7.2 Specific objectives	Develop intercultural communication, adaptation and problem-solving skills.
	Prepare students to provide authentic and memorable cultural experiences to customers.
	To cultivate an attitude of curiosity and openness towards other cultures.

8. Content

8.1 Course	Teaching methods	Number of hours	Observations
1. Introduction to Cultural Anthropology and Sociology Analysis of cultural differences and values, attitudes and behaviors specific to different cultures. Non-verbal communication skills, resolving intercultural conflicts, adapting to different communication styles. Rules of etiquette in different cultures,	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Analysis of real cases to stimulate critical thinking and apply theoretical knowledge.	6	

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protocol in interpersonal and business relationships.			
2. Cultural tourism and authentic experiences The impact of tourism on local communities, authenticity and marketing. Creating memorable and authentic experiences, engaging the local community. The role of cultural heritage in the development of tourism, its protection and capitalization.	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Carrying out team projects to promote collaboration and experiential learning.	6	
3. Diversity Management in Luxury Hospitality Understanding the needs and expectations of a diverse clientele, customizing services. Building and managing multicultural teams, promoting inclusion. Adapting marketing strategies to different cultures and markets.	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Carrying out team projects to promote collaboration and experiential learning.	4	
4. Personal development Identifying one's own prejudices and attitudes towards other cultures. Development of interpersonal skills, empathy, active listening, negotiation. Curiosity and openness to the new, cultivating an attitude of curiosity and openness towards other cultures.	Analysis of real cases to stimulate critical thinking and apply theoretical knowledge. Creating realistic scenarios to practice	6	
5. Theoretical modules with a focus on Romanian culture: Presenting a concise history of Romania, with a focus on the periods that marked Romanian culture and art. Detailed analysis of Romanian folk customs, costumes, dances and music, with a focus on regional diversity. Studying traditional Romanian cuisine, local ingredients and authentic recipes. Presentation of important Romanian authors and their contributions to universal literature.	Analysis of real cases to stimulate critical thinking and apply theoretical knowledge. Creating realistic scenarios to practice	6	
Bibliography: McKercher, B., & Kim, S. (2020). Cultural Immersion and Experiential Tourism. Routledge.			

Addresses theories and models of immersive cultural experiences, with applications in the luxury hospitality sector.

Richards, G. (2021). Cultural Tourism: A Review of Recent Developments. Annals of Tourism Research.

Analyzes recent trends in cultural tourism, including authentic and immersive experiences in the luxury sector.

Timothy, D. J., & Boyd, S. W. (2019). Cultural Heritage and Tourism. Channel View Publications.

Explores how cultural heritage can be used to create personalized and luxury travel experiences.

Pine, B. J., & Gilmore, J. H. (2022). The Experience Economy: Competing for Customer Time, Attention, and Money. Harvard Business Review Press.

Provides insights into the experience economy, including how cultural experiences can be personalized and immersive.

Journal of Heritage Tourism (2022-2023).

A publication with studies and articles about cultural tourism, authentic experiences, and immersion models in the context of luxury hospitality.

Sustainable Tourism & Cultural Experience Integration (2023). (Articles and case studies available on academic platforms like ScienceDirect, SpringerLink, or Wiley Online Library).

Onosu, G. (2021). The impact of cultural immersion experience on identity transformation process. *International journal of environmental research and public health*, *18*(5), 2680.

Pistola, T., Diplaris, S., Stentoumis, C., Stathopoulos, E. A., Loupas, G., Mandilaras, T., ... & Kompatsiaris, I. (2021, May). Creating immersive experiences based on intangible cultural heritage. In *2021 IEEE International Conference on Intelligent Reality (ICIR)* (pp. 17-24). IEEE.

VERHULST, Isabelle, et al. Do VR and AR versions of an immersive cultural experience engender different user experiences?. *Computers in Human Behavior*, 2021, 125: 106951.

Matthews, E. J., Clune, L., Luhanga, F., & Loewen, R. (2021). The impact of cultural immersion international learning experiences on cultural competence of nursing students: A critical integrative review. *Journal of Professional Nursing*, *37*(5), 875-884.

Hall, E. T. (1976). *Beyond culture*. A classic book that explores cultural differences in communication and relationships.

Hofstede, G. (2001). *Cultures and Organizations: The Software of the Mind*. A comparative analysis of national cultures and their implications in the business environment.

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Cohen, E. (1979). *A phenomenology of tourist experiences*. A phenomenological approach to tourist experiences, emphasizing the importance of subjectivity and personal meanings.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Observations
Studying real cases from the luxury hospitality industry, identifying best practices.	Creating realistic scenarios to practice cross-cultural communication and conflict resolution skills.	2	
Conducting research projects in the field of cultural experiences, data collection and analysis.	Carrying out team projects to promote collaboration and experiential learning.	2	
Organizing visits to companies that offer unique cultural experiences.	Organizing visits to companies and tourist destinations to discover best practices.	2	
Creating Romanian-themed tourist itineraries.	Students will develop tourist itineraries that include both classic sights and authentic	2	

	experiences, such as visits to traditional craft workshops or participation in local cultural events.		
Development of immersive tourism products with reference to the Romanian cultural space.	Students will create tourism products based on Romanian culture, such as thematic packages, special events or personalized experiences.	2	
Organization of cultural events:	Students will organize cultural events within the university or the local community, thus promoting Romanian culture.	2	
Special guests: Researchers in the field of Romanian culture. Artists and craftsmen. Local tour guides	Inviting researchers to give lectures on different aspects of Romanian culture. Inviting artists and craftsmen to demonstrate their techniques and share their experiences. Inviting local tour guides to present the most interesting places and activities in the area.	2	

Bibliography

McKercher, B., & Kim, S. (2020). Cultural Immersion and Experiential Tourism. Routledge.

Addresses theories and models of immersive cultural experiences, with applications in the luxury hospitality sector.

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MacCannell, D. (1976). *The Tourist: A New Theory of the Leisure Class*. A sociological analysis of tourism and how it shapes cultural experiences.

Cohen, E. (1979). *A phenomenology of tourist experiences*. A phenomenological approach to tourist experiences, emphasizing the importance of subjectivity and personal meanings.

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

The "Cultural Immersion Experiences" course provides luxury hospitality engineering and management students with a holistic perspective of the industry. By developing a deep understanding of different cultures, students are able to create unique and memorable customer experiences that contribute to the long-term success of the companies in which they work.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Evaluation of theoretical knowledge.	Written exam with open or multiple choice questions.	50%
10.5 Seminar / laboratory / project	Assessment of practical skills.	Projects involving the creation of tourist itineraries, tourist products or cultural events.	25%
		Evaluation of the student's progress throughout the semester through a portfolio that includes all the work carried out.	25%

10.6 Minimum performance standard

- The students' assessment will be multidimensional and reflect both the theoretical knowledge acquired and the practical skills.
  Assessing understanding of core concepts related to cultural experiences, such as authenticity, personalization, and community engagement. Assessment of the student's ability to analyze information from various sources (books, articles, case studies) and to formulate pertinent conclusions.
  Evaluation of the student's ability to conceive original and innovative ideas for the creation of cultural experiences.

<div align="center">Evaluation grid by performance levels</div>

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking

Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05/09/2025 and approved in the Faculty Board meeting on 08/09/2025

Prof. dr.ing. Vasile Pădureanu, …………………………………………………………… Dean	Conf. dr. ing. Cristina Maria Canja ………………………………………………………………………. Head of Department
Lecturer: Dr. Anamaria LAZĂR **Course holder**	Lecturer: Dr. Anamaria LAZĂR **Holder of seminar/ laboratory/ project**

Note:

Note:

61) 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);

62) Study level – choose from among: Bachelor / Master / Doctorat;

63) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

64) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

65) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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	Heritage and tradition in luxury hospitality							
2.2 Course convenor				Lecturer: Dr. Anamaria Lazăr				
2.3 Seminar/ laboratory/ project convenor				Lecturer: Dr. Anamaria Lazăr				
2.4 Year of study	1	2.5 Semester	2	2.6 Type of assessment	C 2	2.7 Discipline regime	Content[3)	CC
							Obligation[4)	EC

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/ laboratory/ project	P1
3.4 Total hours of the curriculum	42	out of which: 3.5 lecture	28	3.6 Seminar/ laboratory/ project	14
Time allocation					Hours
Study of textbooks, course support, bibliography and notes					20
Additional documentation in libraries, specialized electronic platforms, and field research					25
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					25
Tutorial					6
Examinations					2
Other activities………………………………					

3.7 Total number of hours of student activity	78
3.8 Total number per semester	120
3.9 Number of credits[5)	4

4. Preconditions (if applicable)

4.1 curriculum-related	• Not the case
4.2 competences-related	• Not the case

5. Conditions (if applicable)

5.1 for course development	• Not the case
5.2 for seminar/ laboratory/ project development	• Not the case

6. Specific competences and learning outcomes

Professional competences	**Cp.7 Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome.** **Skils:** • Developing skills to recognize and evaluate heritage and traditional elements relevant to the luxury hospitality sector. • The ability to identify methods for integrating and promoting heritage values in the experiences offered to clients. • Intercultural communication skills to effectively convey the importance of heritage in the luxury brand and services. **Competencies:** • The capacity to develop strategies for valorizing heritage and local traditions in creating authentic and distinctive experiences for luxury clients. • The ability to analyze the impact of cultural heritage on brand perception and customer satisfaction. • Competence to coordinate projects of restoration, reinterpretation, and promotion of heritage elements within the context of luxury hospitality. **Responsibility and autonomy:** • Responsibility to protect and valorize cultural heritage and local traditions within hospitality operations, ensuring authenticity is maintained. • Autonomy in developing and adapting service offerings and experiences, promoting heritage in a sensitive and professional manner. • Responsibility for respecting conservation standards and promoting a positive image of heritage in the luxury market. • The ability to make independent decisions regarding the integration of heritage and traditional elements into the experience packages offered to clients, in line with quality and authenticity objectives of the brand.

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

7.1 General course objective	Provide students with an in-depth understanding of cultural diversity and its impact on the hospitality industry.
7.2 Specific objectives	• Develop intercultural communication, adaptation and problem-solving skills. • Prepare students to provide authentic and memorable cultural experiences to customers. • To cultivate an attitude of curiosity and openness towards other cultures.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to the concept of cultural heritage: Definitions and classifications: What is cultural heritage? Types of heritage (material, intangible, natural).	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Analysis of real cases to	6	

The importance of heritage: The role of heritage in the identity of a nation, in the development of tourism and in the local economy. Preservation and valorization of heritage: Methods and strategies for the protection and promotion of cultural heritage.	stimulate critical thinking and apply theoretical knowledge.		
2. Cultural tourism and authentic experiences The impact of tourism on local communities, authenticity and marketing. Creating memorable and authentic experiences, engaging the local community. The role of cultural heritage in the development of tourism, its protection and capitalization.	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Carrying out team projects to promote collaboration and experiential learning.	6	
3. Heritage and luxury: Luxury as an expression of culture: How is cultural heritage reflected in the concepts of luxury and exclusivity? Luxury heritage-based experiences: Creating unique and personalized experiences inspired by cultural heritage. Heritage Marketing: How can cultural heritage be promoted in a way that is attractive to luxury guests?	Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging. Carrying out team projects to promote collaboration and experiential learning.	4	
4. Heritage Management in Luxury Hospitality: Integrating heritage into the concept of a luxury hotel: From architecture and interior design to services and events. Collaboration with the local community: Involvement of the local community in the preservation and valorization of heritage. Sustainability and social responsibility: How can the development of luxury tourism be reconciled with the protection of the environment and cultural heritage?	Analysis of real cases to stimulate critical thinking and apply theoretical knowledge. Creating realistic scenarios to practice	6	
5. Theoretical modules with a focus on Romanian culture:	Analysis of real cases to stimulate critical thinking and	6	

Presenting a concise history of Romania, with a focus on the periods that marked Romanian culture and art. Detailed analysis of Romanian folk customs, costumes, dances and music, with a focus on regional diversity. Studying traditional Romanian cuisine, local ingredients and authentic recipes. Presentation of important Romanian authors and their contributions to universal literature.	apply theoretical knowledge. Creating realistic scenarios to practice		

Bibliography			

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Studying real cases from the luxury hospitality industry, identifying best practices.	Creating realistic scenarios to practice cross-cultural communication and conflict resolution skills.	2	
Conducting research projects in the field of cultural experiences, data collection and analysis.	Carrying out team projects to promote collaboration and experiential learning.	2	
Organizing visits to companies that offer unique cultural experiences.	Organizing visits to companies and tourist destinations to discover best practices.	2	
Creating Romanian-themed tourist itineraries.	Students will develop tourist itineraries that include both classic sights and authentic experiences, such as visits to traditional craft workshops or participation in local cultural events.	2	
Creating a boutique hotel concept inspired by traditional Romanian architecture. Development of a thematic tourist package dedicated to the history of Romanian wine. Organizing a culinary festival to promote traditional Romanian cuisine.	Students will create tourism products based on Romanian culture, such as thematic packages, special events or personalized experiences.	2	
Organization of cultural events:	Students will organize cultural events within the university or the local community, thus promoting Romanian culture.	2	
Special guests: Researchers in the field of Romanian	Inviting researchers to give lectures on different aspects of	2	

culture. Artists and craftsmen. Local tour guides	Romanian culture. Inviting artists and craftsmen to demonstrate their techniques and share their experiences. Inviting local tour guides to present the most interesting places and activities in the area.		

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   - o Addresses how cultural heritage can be valorized in tourism and hospitality, including in the luxury sector.
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   - o Explores the relationship between heritage, tradition, and sustainable development in the luxury hospitality industry.
3. Hadjikhani, A., & Gregory, A. (2021). *Traditions, Heritage and Contemporary Hospitality*. International Journal of Hospitality Management.
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   - o Focuses on the conservation and promotion of cultural heritage within high-end tourism experiences.
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   - o Current resources on technologies and practices for conserving and valorizing heritage in the luxury hospitality industry.
6. Journal of Heritage Tourism (2022-2023).
   - o A specialized publication featuring articles and studies on heritage, traditions, and cultural experiences in the luxury sector.

Onosu, G. (2021). The impact of cultural immersion experience on identity transformation process. *International journal of environmental research and public health*, *18*(5), 2680.

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Hall, E. T. (1976). *Beyond culture*. A classic book that explores cultural differences in communication and relationships.

Hofstede, G. (2001). *Cultures and Organizations: The Software of the Mind*. A comparative analysis of national cultures and their implications in the business environment.

Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre & Every Business a Stage*. A book that explores the concept of the experience economy and how companies can create memorable customer experiences.

MacCannell, D. (1976). *The Tourist: A New Theory of the Leisure Class*. A sociological analysis of tourism and how it shapes cultural experiences.

Cohen, E. (1979). *A phenomenology of tourist experiences*. A phenomenological approach to tourist experiences,

emphasizing the importance of subjectivity and personal meanings.

  Constantin Brăiloiu: "The Social Structure of the Romanian Village", "Miorița", "Lullaby Songs" - These works by Brăiloiu provide a detailed analysis of the Romanian folklore, customs and social structure of the traditional village.

  Mircea Eliade: "The Sacred and the Profane", "Treatise on the History of Religions" - Eliade's works explore the spiritual dimension of cultures, including the Romanian one, and offer interesting perspectives on symbols and rituals.

  Octavian Goga: "Poems", "Songs from Overseas" - Goga's poems reflect the love for the Romanian village, for traditions and for nature.

  Tudor Pamfile: "The History of Romanian Art" - A reference work for those interested in the evolution of art and architecture in Romania.

  Maria Constantin: "Traditional Romanian Dishes" - A cookbook that presents authentic recipes and the history of Romanian gastronomy.

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

The "Heritage and Tradition in Luxury Hospitality" course provides engineering and management students with a holistic perspective on the industry. By developing a deep understanding of history and culture, students can create unique and memorable customer experiences, contributing to the long-term success of the companies in which they work.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Evaluation of theoretical knowledge.	Written exam with open or multiple choice questions.	50%
10.5 Seminar / laboratory / project	Assessment of practical skills.	Projects involving the creation of tourist itineraries, tourist products or cultural events.	25%
		Evaluation of the student's progress throughout the semester through a portfolio that includes all the work carried out.	25%

10.6 Minimum performance standard

- The students' assessment will be multidimensional and reflect both the theoretical knowledge acquired and the practical skills.
  Assessing understanding of core concepts related to cultural experiences, such as authenticity, personalization, and community engagement. Assessment of the student's ability to analyze information from various sources (books, articles, case studies) and to formulate pertinent conclusions.
  Evaluation of the student's ability to conceive original and innovative ideas for the creation of cultural experiences.

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking

Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 5/09/2025 and approved in the Faculty Board meeting on 08/09/2025

Prof.dr.ing. Vasile Pădureanu **Dean**	**Conf. dr.ing. Cristina Maria Canja** **Head of Department**
Lecturer dr. Anamaria LAZĂR, **Course holder**	**Lecturer dr. Anamaria LAZĂR,** **Holder of seminar/ laboratory/ project**

Note:

66) 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);

67) Study level – choose from among: Bachelor / Master / Doctorat;

68) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

69) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

70) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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	Basics of luxury hospitality engineering						
2.2 Course convenor	Foris Diana						
2.3 Seminar/ laboratory/ project convenor	Foris Diana						
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E	2.7 Course status	Content[3]	SC
							Attendance type[4]	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	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	12
Additional documentation in libraries, specialized electronic platforms, and field research	10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	10
Tutorial	
Examinations	2
Other activities………………………………	

3.7 Total number of hours of student activity	34
3.8 Total number per semester	90
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	•
5.2 for seminar/ laboratory/ project development	•

6. Specific competences and learning outcomes

<table>
<tr>
<td rowspan="2" style="writing-mode: vertical">Competences and learning outcomes</td>
<td>

Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality;

R.Î.1.2 Identify advanced techniques for planning and monitoring projects in luxury hospitality establishments, including resorts, hotels, fine-dining restaurants and artisan establishments;

Skills

R.Î.1.8 Efficiently manage the allocation of human, financial and material resources for complex projects, complying with premium market standards;

R.Î.1.15 Organize and capitalize on guest experiences, such as themed events, festivals, or cultural activities;

R.Î.1.16 Use local heritage, stories and traditions in the design of personalized experiences, creating an authentic connection between guests and the tourist destination, respectively the premium establishment that provides them with accommodation, dining, entertainment, or other services specific to the hospitality industry.

Responsibilities and autonomy

R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, taking responsibility for achieving the set objectives;

R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses.

Cp.7 Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.7.1 Know the methods of analyzing customer requirements and the principles of identifying innovative solutions in luxury hospitality;

R.Î.7.2 Understand how to integrate customer preferences and expectations into the design and execution of premium spaces, services and experiences;

Skills

R.Î.7.6 Analyze customer requirements and generate innovative solutions to realize their vision in luxury hospitality;

Responsibilities and autonomy

R.Î.7.11 Ensure that customer interests and needs are respected at all stages of luxury hospitality projects;

R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;

</td>
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</table>

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

7.1 General course objective	• Knowledge and understanding of engineering fundamentals in luxury hospitality.
7.2 Specific objectives	• Knowing, understanding and using the specific specialized language in the field of hospitality;

	• Knowledge and understanding of the concepts regarding luxury hotels and resorts, organizing events, new technologies in hospitality, smart tourist destinations; • Knowledge and understanding of the concepts regarding the organization of events in luxury hotels; • Knowledge and understanding of concepts regarding new technologies in hospitality; • Knowing and understanding the concepts regarding smart tourist destinations; • Knowledge and understanding of concepts regarding sustainable practices in hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Engineering in luxury hotels – hotel systems and equipment	Exposure	2	video projector
Engineering in luxury resorts - systems and equipment based on digital infrastructure, connectivity and automation to improve quality of life, achieve sustainable development and reduce negative environmental impact	Exposure	2	video projector
New trends in hospitality – regarding accommodation activity, public catering activity, additional services	Exposure, interactive course	4	video projector
New trends in HR in hospitality – human resource management: recruitment, selection, negotiation, innovative motivation and reward systems	Exposure, interactive course	2	video projector
New trends in hotel booking – websites, booking platforms, pricing policies, cancellation policies	Exposure, interactive course	4	video projector
New Technologies in hospitality - Tourism 4.0, Internet of Things (IoT), Robotics, AI and other innovative technological solutions in hospitality	Exposure, interactive course	4	video projector
Trends in events – stages of event organization, personalized events	Exposure	2	video projector
Smart Tourism Destination - technologies and systems to effectively manage the resources of a destination, in order to improve the quality of life, sustainable development and environmental protection	Exposure, interactive course	4	video projector
Sustainable practices in hospitality – reducing energy and water consumption, reducing and managing waste, protecting biodiversity and conserving natural resources	Exposure, interactive course	4	video projector

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13. Rondelli, V., Cojocariu, S., *Managementul calității serviciilor din turism și industria ospitalității*, Editura THR-CG, București, 2008

14. Diana Foris , Alina Simona Tecau , Madalina Hartescu , Tiberiu Foris Relevance of the features regarding the performance of booking websites, Tourism Economics, Volume 26, Issue 6, pp. 1021-1041

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19. Foris, D., Bâra, GR., Mălăescu, S. (2022). Tourism Professionals' Awareness of the New Technologies: A Premise of the Destinations' Modernization and Development. In: Reis, J.L., López, E.P., Moutinho, L., Santos, J.P.M.d. (eds) Marketing and Smart Technologies. Smart Innovation, Systems and Technologies, vol 279. Springer, Singapore. https://doi.org/10.1007/978-981-16-9268-0_44

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22. Ordinul ministrului dezvoltării regionale şi turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor şi brevetelor de turism

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Engineering in luxury hotels - case study	Case analysis, learning by example	4	video projector
Engineering in luxury resorts - case study	Case analysis, learning by example	4	video projector
Hotel chains -- preparation and presentation refereed	Group work	2	video projector
HR management in hotel chains	Case analysis, learning by example	2	video projector
Booking platforms – Booking.com, AirBnb.com, lastminute.com	Case analysis, learning by example	4	video projector
Innovative technological solutions in hospitality -	Group work	4	video projector

case study			
Luxury events - case study	Case analysis, learning by example	2	video projector
Smart Tourism Destination - case study	Case analysis, learning by example	2	video projector
Analysis of sustainable practices in hospitality - case studies	Case analysis, learning by example	4	video projector

Bibliography

12. Foris, D., Crihalmean, N., Panoiu T.M., (2020), The New Technologies and Sustainable Practices in Hospitality, Buletin of the Transilvania University of Brasov, Series V: Economic Sciences, Vol. 13(62) No. 2 – 2020, pp. 65-74

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17. Foris, D.; Crihalmean, N.; Foris, T. Exploring the Environmental Practices in Hospitality through Booking Websites and Online Tourist Reviews. Sustainability 2020, 12(24), 10282.

18. Foris, D., Matei C.A., Foris. T. (2021), Exploring Solutions and the Role of GDS Technology in Crossing the Current Pandemic Context in Tourism, European Journal of Tourism, Hospitality and Recreation (EJTHR), 11 (1), pp. 91-101.

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21. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor şi brevetelor de turism

22. Ordinul ministrului dezvoltării regionale şi turism nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor şi brevetelor de turism

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Learning specific terms, theoretical bases and their use in addressing specialized issues	Written assessment	60%
10.5 Seminar/ laboratory/ project	Use of specific terms and theoretical bases. Preparation and presentation refereed	Written assessment	40%

10.6 Minimal performance standard
- The correct learning of specific terms
- the correct use of theoretical bases in the approach of specialized issues

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025

PhD Professor, Vasile PĂDUREANU signature, ………………………………………………………… Dean	PhD, Cristina Maria CANJA signature, ……………………………………………………………………………………. Head of Department
Phd.lecturer Foris Diana signature, ………………………………………………………… Course holder	Phd.lecturer Foris Diana signature, ……………………………………………………………………………………. Holder of seminar/ laboratory/ project

Note:

71) 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);

72) Study level – choose from among: Bachelor / Master / Doctorat;

73) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

74) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

75) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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	V2	2.7 Course status	Content[3]	CC
							Attendance type[4]	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					10
Additional documentation in libraries, specialized electronic platforms, and field research					10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					14
Tutorial					
Examinations					
Other activities………………………………					

3.7 Total number of hours of student activity	34
3.8 Total number per semester	90
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. Competences and learning outcomes

<table>
<tr>
<td rowspan="2" style="writing-mode: vertical">Competences and learning outcomes</td>
<td>

Cp.1 Manage and plan the various psychological and informational resources necessary for analyzing and interpreting the eating behavior of premium consumers, monitoring and applying the results in the design of personalized luxury experiences.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.1 Know the fundamental concepts of human personality psychology and their correlations with the eating behavior of luxury consumers;

R.Î.1.2 Understand the influence of emotions, gender differences, and attachment patterns on food preferences and decisions in premium hospitality.

Skills:

R.Î.1.8 Apply psychological self-testing tools and interpret the results in order to analyze the eating behavior of luxury consumers;

R.Î.1.13 Design and capitalize on creative scenarios for personalizing culinary experiences, integrated based on identified psychological dimensions.

Responsibilities and autonomy:

R.Î.1.17 Ensure the integration of psychological assessment results into the design of luxury experiences tailored to the needs of premium customers;

R.Î.1.19 Plan and adapt food personalization strategies based on identified psychological and behavioral profiles.

Cp.5 Conduct psychological assessments and tests applicable to the food behavior of premium consumers in order to support the personalization of culinary experiences and maintain quality standards in luxury hospitality.

Knowledge:

R.Î.5.1 Know the principles of psychological testing applicable to food behavior and how to use them in the premium consumer segment.

Skills:

R.Î.5.8 Conduct and interpret psychological tests relevant to food (e.g., temperament, personality, emotions), applying the results in the design of luxury experiences.

Responsibilities and autonomy:

R.Î.5.15 Ensure the integration of psychological assessments and eating behavior tests into the processes of personalizing premium menus and services.

Cp.7 Protect the interests and needs of premium customers by identifying and interpreting psychological and dietary profiles, ensuring the personalization of luxury gastronomic experiences.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.7.1 Know the methods of psychological analysis of the food requirements and preferences of premium customers, as well as the principles of personalizing culinary experiences.

Skills:

R.Î.7.6 Analyze the psychological and emotional profiles of customers and adapt luxury gastronomic experiences to meet identified needs.

Responsibilities and autonomy:

R.Î.7.11 Ensure that the psychological and dietary needs of premium customers are met at all stages of the personalization of luxury hospitality experiences.

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7. Course objectives

7.1 General course objective	• Learning specific concepts of psychology and their correct application in the context of human nutrition related to luxury hospitality.
7.2 Specific objectives	• 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
1. Human temperament and eating behavior This unit analyzes how temperament dimensions (introversion/extraversion and emotional stability/instability) influence the food preferences and habits of premium consumers. It discusses the correlations between temperament styles and culinary choices in the context of luxury hospitality (e.g., preference for intimate meals or elaborate social experiences).	Lecture and debate	4	
2. Human personality and eating behavior This unit introduces established models of personality analysis (Big Five and MBTI) and explores how personality traits (e.g., openness to new experiences, conscientiousness, extraversion) influence the eating behaviors of luxury customers and their consumption decisions.	Lecture and debate	6	
3. Gender differences reflected in human nutrition Gender differences in food preferences and how they manifest themselves in the premium consumer segment are investigated. Psychological and cultural trends that influence the culinary experience of men and women in luxury hospitality are highlighted.	Lecture and debate	2	
4. Attachment pattern and eating behavior This unit explores the link between attachment patterns (secure, anxious, avoidant) and the eating behavior of premium consumers. The implications of these patterns for culinary preferences, relationship with food, and interaction with hospitality staff are analyzed.	Lecture and debate	2	
5. Emotions and eating behavior The influence of positive and negative emotions on the food choices of premium customers is examined. The way emotions are used in the design of luxury culinary experiences to enhance consumer satisfaction and loyalty is discussed.	Lecture and debate	6	
6. Somatotype and human nutrition This unit analyzes the correlations between	Lecture and debate	2	

constitutional types (ectomorph, mesomorph, endomorph) and the eating behaviors of premium consumers. The implications for personalizing menus and culinary experiences are discussed.	Lecture and debate		
7. Intelligence and creativity – correlations with eating behavior It investigates how the level of intelligence and creativity of premium consumers influences food preferences, willingness to experiment, and receptivity to innovative gastronomic concepts. It highlights the role of these traits in choosing exclusive culinary experiences.	Lecture and debate	4	
8. Eating disorders The main eating disorders (anorexia, bulimia, binge eating disorder) are addressed, analyzing their psychological causes and impact on premium consumers. The role of the luxury hospitality industry in identifying and sensitively managing these situations is discussed, through the personalization of culinary experiences and respect for the special needs of affected customers.	Lecture and debate	2	

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8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Introversion-extroversion and nutrition Each student will have to complete an introversion/extroversion test, interpret the results, and write a short description of a menu or a luxury culinary experience that suits their profile.	For each unit, students will complete the following steps: self-assessment, interpretation of results, and creative writing exercise in the context of premium hospitality. Self-assessment, debate, and reflective writing	2	

2. Emotional stability-instability and food Each student will have to take an emotional stability test, interpret the results, and write a short scenario about how a premium customer would react to a personalized culinary experience based on their emotional profile.	Self-assessment, debate, and reflective writing	2	
3. Personality and eating habits Each student will have to take a personality test (Big Five or MBTI), interpret the dominant traits, and create a luxury restaurant concept tailored to the identified profile	Self-assessment, debate, and reflective writing	6	
4. Gender and nutrition Each student will have to conduct a self-assessment of perceptions related to culinary preferences based on gender, interpret the results, and write a luxury menu that takes gender differences into account.	Self-assessment, debate, and reflective writing	2	
5. Attachment style and food Each student will have to complete an attachment test, interpret their own style, and write a creative description of a culinary experience that would meet the needs of a customer with the same attachment style.	Self-assessment, debate, and reflective writing	2	
6. Emotions and nutrition Each student will be required to take an emotion recognition and management test, interpret the results, and draft a creative proposal for the design of a luxury dinner that induces positive emotions.	Self-assessment, debate, and reflective writing	6	
7. Somatotype and nutrition Each student will have to identify their own somatotype, interpret the implications for nutrition, and create a personalized menu for a luxury resort, tailored to that somatotype.	Self-assessment, debate, and reflective writing	2	
8. Intelligence, creativity, and nutrition Each student will have to take a creativity/intelligence test, interpret the scores, and write an original concept for an innovative gastronomic experience for premium customers.	Self-assessment, debate, and reflective writing	4	
9. Eating disorders Each student will have to complete a (simplified) screening questionnaire on eating habits, interpret the results, and draft a plan to adapt the services of a luxury hotel for customers with special dietary needs.	Self-assessment, debate, and reflective writing	2	
Bibliography researchcentral.ro psihoprofile.ro 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.			

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American Psychiatric Association, D., & American Psychiatric Association. (2013). Diagnostic and statistical manual of mental disorders: DSM-5 (Vol. 5, No. 5). Washington, DC: American psychiatric association.

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

The course content reflects current academic trends in the field of applied psychology in nutrition and ensures that the skills taught to students are highly relevant in the context of luxury hospitality. The course structure reflects the methods and theories recognised by the international scientific community in the analysis of eating behaviour and is consistent with the approaches promoted by professional associations in the hospitality and nutrition industry. At the same time, by integrating topics related to temperament, personality, emotions, attachment patterns, and eating disorders, the discipline directly responds to the expectations of employers in the luxury hospitality field, who require staff capable of understanding the psychological profile of the customer and adapting services to it. Applied activities (self-testing, interpretation of results, and creative writing exercises) provide students with an innovative learning and research framework, preparing them to leverage food psychology in personalizing premium experiences and strengthening customer loyalty.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
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
- 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.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations

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Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 05 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Psychologist Laura CISMARU, ... Course holder	PhD Assoc.Prof. Psychologist Laura CISMARU, ... Holder of seminar/ laboratory/ project

Note:

76) 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);

77) Study level – choose from among: Bachelor / Master / Doctorat;

78) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

79) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

80) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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			Project management in luxury hospitality					
2.2 Course convenor			Prof. PhD Florentina MATEI					
2.3 Seminar/ laboratory/ project convenor			Prof. PhD Florentina MATEI					
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	E3	2.7 Course status	Content[3)	FC
							Attendance type[4)	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 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					21
Additional documentation in libraries, specialized electronic platforms, and field research					14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					24
Tutorial					6
Examinations					4
Other activities…………………………………					

3.7 Total number of hours of student activity	69
3.8 Total number per semester	150
3.9 Number of credits[5)	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Not the case
4.2 competences-related	• Not the case

5. Conditions (if applicable)

5.1 for course development	• Room with PC or Notebook + video projector and/or online educational platform
5.2 for seminar/ laboratory/ project development	• Room with PC or Notebook + video projector and/or online educational platform

6. Competences and learning outcomes

Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget.

Competences and learning outcomes

Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget.

Knowledge

R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality;

R.Î.1.2 Identify advanced techniques for planning and monitoring projects in luxury hospitality establishments, including resorts, hotels, fine-dining restaurants and artisan establishments;

Skills

R.Î.1.8 Efficiently manage the allocation of human, financial and material resources for complex projects, complying with premium market standards;

R.Î.1.9 Develop and implement detailed plans for the delivery of key stages in projects for hotels, resorts, restaurants and luxury craft units;

R.Î.1.12 Plan, manage and monitor renovation or expansion projects for hospitality establishments, ensuring a balance between budget, deadlines and luxury aesthetics;

Responsibilities and autonomy

R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, taking responsibility for achieving the set objectives;

R.Î.1.18 Organize and coordinate multidisciplinary teams involved in the implementation of a project, ensuring effective collaboration between them;

R.Î.1.19 Plan and adapt project management strategies to respond to market changes and customer preferences;

Cp.6 Reviews and analyzes financial information and project requirements, such as budget assessment, projected turnover and risk assessment to determine the benefits and costs of the project. Assesses whether the agreement or project will recover its investment and whether the potential profit is worth the financial risk.

Knowledge

R.Î.6.1 Know the principles of financial risk assessment and methods of analyzing the costs, revenues and profitability of luxury hospitality projects;

R.Î.6.2 Identify the structures and components of project budgets, correlated with resource requirements, quality standards and stakeholder expectations;

R.Î.6.4 Summarize financial information, correlated with market trends and specific project requirements, to support strategic decisions.

Skills

R.Î.6.5 Analyze the financial risks associated with projects, evaluating projected costs, anticipated revenues and luxury market dynamics;

R.Î.6.6 Build, use and evaluate project budgets, ensuring that they are aligned with available resources and organizational objectives;

R.Î.6.7 Monitor the financial impact of applying sustainable technologies and waste reduction strategies, balancing profitability and social responsibility

Responsibilities and autonomy

R.Î.6.9 Provide the necessary framework for rigorous assessment of the risks and benefits of luxury hospitality projects;

R.Î.6.10 Organize and coordinate the process of developing and monitoring budgets in line with strategic objectives;

7. Course objectives

7.1 General course objective	• Developing the skills necessary to carry out the various stages of project management in luxury hospitality in optimal conditions: preparation, implementation, evaluation, quality control
7.2 Specific objectives	• Developing the capacity to identify needs and correlate with possible funding sources • Developing the capacity to build and coordinate a project team • Developing the capacity to implement and evaluate a project in the field • Developing the capacity to estimate costs and build budgets

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Principles of Project Management Definition of project versus program and types of projects. Types of project management. Specificities of a project. Factors that influence the success of a project. Basic elements of a project. Specificities of a project manager	Lecture and debate	2	
Problem identification and needs analysis in luxury hospitality Project life cycle - generals. Ways to identify problems/needs and describe them. Tools and techniques of needs analysis. Decision making based on needs analysis	Lecture and debate	4	
Project Life Cycle and Project Management Processes Identifying Objectives, Planning Activities, Work Plan, Planning Human, Material and Time Resources	Lecture and debate	4	
Cost Estimating and Budgeting for Luxury Hospitality Projects Steps in Budget Planning. Cost Categories and Estimating Them. Budgeting	Lecture and debate	2	
Identifying sources of financing for luxury hospitality projects Identifying financing strategies. Bootstrapping, own sources, business angels, bank credit, European funds	Lecture and debate	2	
Human Resource Management Identifying human resource needs. Creating the project team. Recruiting, evaluating and motivating project team members. Communication management.	Lecture and debate	4	
Risk Management in Project Management Definition and Types of Risks. Risk Identification and Assessment. Risk Response Strategy Development	Lecture and debate	2	
Monitoring, evaluation, project closure Project monitoring and evaluation plan. Specific elements of the evaluation. Evaluation of results. Formal, administrative closure of the project. Document management and retention. Final report preparation.	Lecture and debate	4	

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1. Matei F., Zirra D. (2019). Editors of "Introduction to Biotech Entrepreneurship: From Idea to Business". Springer, Cham. ISBN: 978-3-030-22141-6 2. Dearden Philip N., Carter Mike (2012). Handbook on "Programme and Project ThinkingTools", CIDT.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Developing a project plan in the field of luxury hospitality Choosing the project topic and motivating this choice	Presentation, demonstration, individual and team work	4	
Needs analysis in the luxury hospitality sector Identification of needs through specific techniques (SWOT, fish chart)	Presentation, demonstration, individual and team work	4	
Project team building and motivation Project team design, job description development, team members identification	Presentation, demonstration, individual and team work	4	
Developing a development project in the field of luxury hospitality Identifying the main purpose, specific objectives, defining activities and planning them over time (Gantt chart). Identifying material resources, building budgets	Presentation, demonstration, individual and team work	8	
Use of tools and techniques for risk analysis Identifying risks, assessing the probability and effects of risk, identifying risk reduction actions, developing a risk management plan	Presentation, demonstration, individual and team work	4	
Project evaluation and quality control plan development Identification of monitoring and evaluation objectives, definition of action points, definition of those responsible and frequency of evaluation and monitoring actions. Application of corrective actions	Presentation, demonstration, individual and team work	4	
Bibliography 1. Matei F., Zirra D. (2019). Editors of "Introduction to Biotech Entrepreneurship: From Idea to Business". Springer, Cham. ISBN: 978-3-030-22141-6 2. Dearden Philip N., Carter Mike (2012). Handbook on "Programme and Project ThinkingTools", CIDT.			

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field. The learning outcomes will allow the identification and good communication with relevant stakeholders, as well as networking with stakeholders in the luxury hospitality field to identify funding sources.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The level of acquisition of theoretical knowledge of project management applied in the luxury hospitality field	Written grid examination	50%
10.5 Seminar/ laboratory/ project	The level of knowledge acquisition for developing a project specific to luxury hospitality in the context of team-working	Worksheet portfolio/ Defend the developed project in the luxury hospitality	50%

10.6 Minimal performance standard
- Obtaining a minimum grade of 5 on the group project
- The exam is passed with a minimum grade of 5

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

Prof.PhD. Eng. Vasile PĂDUREANU ………………………………………………………… Dean	Prof.PhD. Eng. Cristina Maria CANJA …………………………………………………………………. Head of Department
Prof.PhD. Eng. Florentina MATEI ………………………………………………………… Course holder	Prof.PhD. Eng. Florentina MATEI ……………………………………………………………… Holder of seminar/ laboratory/ project

Note:

81) 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);

82) Study level – choose from among: Bachelor / Master / Doctorat;

83) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

84) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

85) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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 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	E3	2.7 Course status	Content[3]		FC
							Attendance type[4]		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/ laboratory/ project	**0/1/0**
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/14/0

Time allocation	hours
Study of textbooks, course support, bibliography and notes	35
Additional documentation in libraries, specialized electronic platforms, and field research	35
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	38
Tutorial	
Examinations	
Other activities…………………………………	

3.7 Total number of hours of student activity	108
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Prior knowledge of fundamental fermentation technologies. • Students must have basic skills in food quality analysis.
4.2 competences-related	• Prior knowledge of fundamental fermentation technologies. • Students must have basic skills in food quality analysis.

5. Conditions (if applicable)

5.1 for course development	• Modern computing technique
5.2 for seminar/ laboratory/ project development	• Analysis laboratory • Hygiene conditions; Laboratory coat

6. Competences and learning outcomes

Competences and learning outcomes	Cp.2 Provides advice to visited industrial units on better ways to monitor production in order to ensure the correct diagnosis and resolution of manufacturing problems.

Cp.2 Provides advice to visited industrial units on better ways to monitor production in order to ensure the correct diagnosis and resolution of manufacturing problems.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.2.1 Understand the concepts, principles and supervisory frameworks applicable to the management of production processes in luxury hospitality establishments;

R.Î.2.2 Identify methods and tools for analyzing, diagnosing and monitoring inefficiencies in production processes in the luxury hospitality industry;

R.Î.2.3 Understand premium quality standards and specific requirements for manufacturing processes in the hospitality field;

R.Î.2.5 Be familiar with sustainable development strategies, circular economy principles and methods for minimizing waste in luxury manufacturing processes.

Skills

R.Î.2.7 Analyze and diagnose production inefficiencies in various operations, such as food preparation, artisanal bakery production, or premium beverage manufacturing;

R.Î.2.8 Propose, implement and monitor innovative solutions to optimize operational flows and increase efficiency;

R.Î.2.10 Use and adapt environmentally friendly practices and sustainable technologies in manufacturing processes to align with the principles of the circular economy.

Responsibilities and autonomy

R.Î.2.11 Ensure proper supervision of production processes, intervening effectively in complex and unpredictable
situations;

R.Î.2.12 Organize and coordinate activities for the diagnosis and optimization of manufacturing processes in luxury hospitality establishments.

Cp.5 Conducts inspections and tests of services, processes, or products to assess quality.

Upon completion of the master's program, graduates will be able to:

Knowledge

R.O.5.1 Know the methods and procedures for testing and systematic analysis to evaluate luxury products, such as artisanal pastries, fine foods and premium beverages;

R.O.5.2 Identify inspection and monitoring techniques and tools applicable to production processes and culinary flows in the luxury hospitality industry;

R.Î.5.3 Understand the quality criteria specific to personalized services in luxury hospitality and the associated feedback mechanisms;

R.Î.5.4 Explain the premium standards, both culinary and safety, applicable to specialty foods, desserts and beverages;

Skills

R.Î.5.8 Perform systematic tests and analyses to evaluate the quality of premium food and beverage products;

R.Î.5.9 Inspect and monitor production processes and culinary flows to identify non-conformities and opportunities for improvement;

R.Î.5.10 Evaluate and validate the quality of personalized services by applying feedback mechanisms and continuous testing procedures;

R.Î.5.11 Verify the compliance of specialty dishes, desserts and beverages with premium culinary and safety standards;

Responsibilities and autonomy

R.Î.5.15 Provide the necessary framework for conducting inspections and quality tests in luxury establishments;

R.Î.5.17 Plan and supervise the implementation of culinary, safety and sustainability standards in hospitality units;

R.Î.5.18 Assume responsibility for the final validation of the quality of products, services and infrastructure, in accordance with the expectations of luxury customers.

7. Course objectives

7.1 General course objective	• 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.
7.2 Specific objectives	• Develop the practical skills necessary to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such premium beverage manufacturing • Able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes • Able to develop and implement innovative processes and techniques for high-end beverage production, ensuring efficiency, consistency, and adherence to luxury standards • Demonstrate the ability to evaluate the quality of high-end products, such as luxury beverages, through systematic testing and analysis.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Current Trends in the Beverage Industry with the following structure: ▪ Introduction to the concept of eco-luxury in the beverage industry ▪ Major trends in the production and consumption of eco-luxury beverages ▪ Impact of digitalization and new technologies ▪ Changing consumer behavior ▪ Case studies and international and local examples ▪ Emerging perspectives and trends	Presentation Interactive course	4	
2. Distinctive Concepts for Beverages The lecture explores the distinctive concepts in the premium beverage industry, highlighting how sustainability, innovation, and personalized experiences define the new eco-luxury segment. Practices such as the use of organic and biodynamic ingredients, sustainable packaging, digital traceability, and the importance of brand storytelling for discerning consumers are analyzed.	Presentation Interactive course	4	
3. Sustainable Choices in Luxury Beverages. Organic and Eco-Friendly Options The lecture addresses sustainable choices in the luxury beverage industry, highlighting the shift toward products made from organic, biodynamic, and ethically sourced ingredients. Eco-friendly packaging, low-carbon production practices, and the role of green certifications in strengthening the	Presentation Interactive course	4	

credibility of premium brands are analyzed. Additionally, the lecture explores modern consumer behavior, which seeks exclusive beverages that combine luxury, authenticity, and environmental responsibility.			
4. Sustainability in the Premium Beverage Industry The lecture emphasizes the importance of sustainability in the premium beverage industry, highlighting the transition to responsible practices and low-impact production. It also examines how transparency, innovation, and brand storytelling influence consumer perception and consolidate the market position of premium products.	Presentation Interactive course	2	
5. Ecological and Sustainable Winemaking Practices The lecture analyzes the environmental impact of wine production, highlighting the effects of pesticide use, high water consumption, and carbon emissions on vineyard ecosystems. Sustainable viticulture practices such as biodynamic cultivation, use of renewable resources, and waste reduction are presented, correlated with consumer perceptions that increasingly value product sustainability and authenticity. The role of eco-labels and international certifications in building trust and differentiating brands in the global market is discussed. Eco-certification is also analyzed as an indicator of product quality and traceability, providing examples of best practices from premium wineries. Finally, the emerging trend of low-alcohol or alcohol-free wines (NOLO) is explored, addressing demand for healthy, innovative, and environmentally friendly products while integrating sustainability into the modern consumer experience.	Presentation Interactive course	6	
6. Luxury and Ultra-Premium Spirits The lecture explores the evolution and current trends of luxury and ultra-premium spirits, emphasizing quality, exclusivity, and innovation. Aspects such as the use of rare ingredients and artisanal processes, sophisticated packaging, and personalized consumer experiences are analyzed. The role of brand storytelling and sustainability in strengthening this segment's position in the global market is also highlighted.	Presentation Interactive course	2	
7. Sustainable Beer Production Solutions The lecture addresses sustainable solutions in beer	Presentation Interactive course	2	

production, focusing on reducing water and energy consumption, using local ingredients, and implementing green technologies. Initiatives such as waste recycling, eco-friendly packaging, and reducing the carbon footprint of production processes are analyzed. Additionally, the impact of these practices on consumer perception and the global trend toward sustainable craft beers is discussed.			
8. Luxury Coffee The lecture explores the universe of luxury coffee, emphasizing origin, rarity, and superior quality. Practices such as careful bean selection, artisanal roasting methods, and personalized experiences for premium consumers are analyzed. The lecture also discusses the role of branding, storytelling, and innovation in defining the exclusive coffee segment.	Presentation Interactive course	2	
9. Sustainable Dimensions in the Coffee Industry The lecture highlights sustainable practices adopted in the coffee industry, from organic cultivation and reducing pesticide use to recycling waste and eco-friendly packaging. Fair trade initiatives, strategies for reducing carbon footprint, and their impact on consumer perceptions are analyzed. Sustainability is also emphasized as an essential factor in strengthening the reputation of premium coffee brands.	Presentation Interactive course	2	

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8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Wine appreciation: ▪ Service and wine tasting ▪ Wines of France ▪ Wines of the World ▪ Food and wine pairing in luxury hospitality ▪ Labelling and pronunciation ▪ Wine list maintenance ▪ Wine storage	Lecture, Practical Applications, Teamwork	6	
2. Sustainable brewing solutions. Produce sustainable beer Students will become familiar with sustainable techniques and solutions used in the production of sustainable beer, from selecting organic ingredients to optimizing technological processes. The activity includes demonstrations on reducing water and energy consumption, managing by-products, and using environmentally friendly packaging. Students will analyze case studies and propose their own innovative solutions for developing a sustainable microbrewery.	Lecture, Practical Applications, Teamwork	2	
3. Zero-waste luxury cocktail experience Students will learn techniques for preparing zero-waste luxury cocktails using local ingredients, edible parts of fruits, and reuse of botanical residues. Students will learn to create sophisticated drinks while minimizing waste and using eco-friendly packaging and accessories. The activity also includes experimentation with sustainable flavors and presentations, highlighting the positive environmental impact and consumer experience.	Lecture, Practical Applications, Teamwork	2	
4. Eco-Friendly Ways to Make Coffee Students will learn to apply ecological methods of preparing coffee using energy-efficient machines and reusable or compostable filters. Sustainable extraction techniques and the use of organically or fair trade certified beans are demonstrated. Students will also analyze how these practices reduce waste and contribute to responsible and sustainable coffee consumption.	Lecture, Practical Applications, Teamwork	2	
5. Carbon Footprint of Different Coffee Brewing Methods	Lecture, Practical Applications, Teamwork	2	

	Students will evaluate the carbon footprint of different coffee preparation methods, comparing energy, water, and resource consumption for espresso, filter, French press, and other techniques. Students will collect data and analyze the ecological impact of each method, learning to identify more sustainable options. The activity includes discussions on waste reduction and process optimization, fostering awareness of environmental responsibility in coffee preparation.			

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5. Amoriello, T., & Ciccoritti, R. (2021). Sustainability: Recovery and Reuse of Brewing-Derived By-Products. Sustainability, 13(4), 2355. https://doi.org/10.3390/su13042355
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
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). https://doi.org/10.1007/s13280-024-02003-w

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	• Students demonstrate a correct understanding of concepts and theories. • Ability to explain and make connections between concepts. • Construction of logical responses supported by evidence. • Ability to propose effective solutions for complex situations. • Meeting requirements and providing accurate answers.	Oral Exam	70%
10.5 Seminar/ **laboratory**/ project	• Ability to apply theoretical concepts to solve practical problems. • Effective use of tools and technologies specific to the field. • Active participation in interactive activities, including questions and comments. • Initiative to contribute to projects, assignments, or discussions.	Laboratory Colloquium	30%
10.6 Minimal performance standard			

- Knowing the fundamental knowledge related to the field;
- Promotion of the laboratory colloquium;
- 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.

<div align="center">Evaluation grid by performance levels</div>

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 05 / 09 /2025.

PhD Professor, Vasile PĂDUREANU, Dean	PhD Associate Professor, Cristina Maria CANJA, Head of Department
Lecturer, Alina MAIER Course holder	Lecturer, Alina MAIER Holder of laboratory

Note:

86) 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);

87) Study level – choose from among: Bachelor / Master / Doctorat;

88) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

89) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

90) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
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			Premium quality labeling systems in hospitality					
2.2 Course convenor			Foris Diana					
2.3 Seminar/ laboratory/ project convenor			Foris Diana					
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E	2.7 Course status	Content[3]	CC
							Attendance type[4]	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	1	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	36
Additional documentation in libraries, specialized electronic platforms, and field research	35
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	35
Tutorial	
Examinations	2
Other activities…………………………………	

3.7 Total number of hours of student activity	108
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	•
5.2 for seminar/ laboratory/ project development	•

6. Specific competences and learning outcomes

| | Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget.
Upon completion of the master's program, graduates will be able to:
Knowledge
R.Î.1.1 Understand the concepts, principles and tools of human, financial and material resource management applicable to complex projects in luxury hospitality;
R.Î.1.2 Identify advanced techniques for planning and monitoring projects in luxury hospitality establishments, including resorts, hotels, fine-dining restaurants and artisan establishments;
Skills
R.Î.1.8 Efficiently manage the allocation of human, financial and material resources for complex projects, complying with premium market standards;
R.Î.1.15 Organize and capitalize on guest experiences, such as themed events, festivals, or cultural activities;
R.Î.1.16 Use local heritage, stories and traditions in the design of personalized experiences, creating an authentic connection between guests and the tourist destination, respectively the premium establishment that provides them with accommodation, dining, entertainment, or other services specific to the hospitality industry.
Responsibilities and autonomy
R.Î.1.17 Ensure the autonomous management of complex projects in luxury hospitality, taking responsibility for achieving the set objectives;
R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses.

Cp.5 Conducts inspections and tests of services, processes, or products to assess quality.
Upon completion of the master's program, graduates will be able to:
Knowledge
R.O.5.2 Identify inspection and monitoring techniques and tools applicable to production processes and culinary flows in the luxury hospitality industry;
R.Î.5.3 Understand the quality criteria specific to personalized services in luxury hospitality and the associated feedback mechanisms;
R.Î.5.5 Know the principles of evaluation and monitoring of personalized facilities and services offered to guests in luxury resorts;
Skills
R.Î.5.9 Inspect and monitor production processes and culinary flows to identify non-conformities and opportunities for improvement;
R.Î.5.10 Evaluate and validate the quality of personalized services by applying feedback mechanisms and continuous testing procedures;
R.Î.5.12 Monitor the quality of facilities and services in luxury resorts, adapting them to the individual preferences of guests;
Responsibilities and autonomy
R.Î.5.15 Provide the necessary framework for conducting inspections and quality tests in luxury establishments;
R.Î.5.16 Organize and coordinate the monitoring and control of premium processes, products and services;
R.Î.5.18 Assume responsibility for the final validation of the quality of products, services and infrastructure, in accordance with the expectations of luxury customers |
| Competences and learning outcomes | |

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

7.1 General course objective	• Knowledge and understanding of quality labeling systems and quality management in hospitality.
7.2 Specific objectives	• Knowing, understanding and using the specific specialized language in the field of quality management and quality labeling and certification systems of hotels and restaurants; • Knowledge and understanding of concepts regarding quality, quality management, quality standards, quality management systems; • Knowing and understanding the principles and tools of quality management; • Knowledge and understanding of the resources, processes and implementation of the management system/integrated quality system; • Knowledge and understanding of service certification and quality management systems, as well as quality audit; • Knowledge and understanding of the food safety procedure.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Quality – concepts, objectives, features	Exposure	1	video projector
Quality in hospitality – general notions and concepts	Exposure, interactive course	1	video projector
Quality management – concepts, functions and purpose	Exposure, interactive course	1	video projector
Quality management principles. Total quality management	Exposure	2	video projector
Quality management in hospitality –objectives. Quality tourism policies and strategies	Exposure, interactive course	1	video projector
Tools of quality management and food security in hospitality: HACCP, SAFE, Quality brands	Exposure, interactive course	2	video projector
Quality standards in tourism. International quality management standards - ISO	Exposure, interactive course	1	video projector
Quality management system – resources, processes, implementation. Integrated management system	Exposure, interactive course	1	video projector
Certification of quality management services and systems. Quality audit	Exposure	1	video projector
Organic certification, BIO	Exposure, interactive course	2	video projector
Quality management in hospitality versus hotels clasification	Exposure, interactive course	1	video projector

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27. ISO 14001 – Sisteme de management de mediu
28. ISO 22000 – Sisteme de management al siguranței alimentului
29. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului național de creştere a calității serviciilor hoteliere şi de lansare a mărcii Q
30. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor şi brevetelor de turism
31. Ordinul ministrului dezvoltării regionale şi turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor şi brevetelor de turism

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Quality characteristics and criteria for evaluating services	Case analysis, learning by example	4	video projector
Improving the quality of services in hospitality	Case analysis, learning by example	4	video projector
Quality strategies in hospitality	Group work	2	video projector
Quality brands - Brand Q	Case analysis, learning by example	4	video projector
ISO 9001 - quality management systems ISO 14001 - Environmental management systems ISO 22000 – Food safety management systems	Group work	4	video projector
Quality management system documentation	Group work	4	video projector
Food security	Case analysis, learning by example	4	video projector
Quality certification mark versus classification	Case analysis, learning by example	2	video projector

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30. ISO 14001 – Sisteme de management de mediu
31. ISO 22000 – Sisteme de management al siguranței alimentului

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32. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului na ional de creştere a calităţii serviciilor hoteliere şi de lansare a mărcii Q
33. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licenţelor şi brevetelor de turism
34. Ordinul ministrului dezvoltării regionale şi turismului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licenţelor şi brevetelor de turism

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Learning specific terms, theoretical bases and their use in addressing specialized issues	Written assessment	60%
10.5 Seminar/ laboratory/ project	Use of specific terms and theoretical bases. Preparation and presentation refereed	Written assessment	40%

10.6 Minimal performance standard
- The correct learning of specific terms
- the correct use of theoretical bases in the approach of specialized issues

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025

PhD Professor, Vasile PĂDUREANU signature, ……………………………………………………… Dean	PhD Professor, Cristina Maria CANJA signature, ……………………………………………………………………………………… Head of Department
Phd.lecturer Foris Diana signature, ……………………………………………………… Course holder	Phd.lecturer Foris Diana signature, ………………………………………………………………………………………. Holder of seminar/ laboratory/ project

Note:

91) 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);

92) Study level – choose from among: Bachelor / Master / Doctorat;

93) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

94) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

95) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course				Professional practice III					
2.2 Course convenor				Conf.dr.psih. Laura CISMARU					
2.3 Seminar/ laboratory/ project convenor				Conf.dr.psih. Laura CISMARU					
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	V3	2.7 Course status	Content[3]		SC
							Attendance type[4]		CPC

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

3.1 Total number of hours in the curriculum	140	
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		
Tutorial		
Examinations		
Other activities………………………………		10

3.2 Total number of hours of student activity	10
3.3 Total number per semester	150
3.4 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• Multimedia equipped room
5.2 for seminar/ laboratory/ project development	• Equipped kitchen and reception

6. Competences and learning outcomes

Competences and learning outcomes	Cp.1 Manage and plan material and financial resources in luxury gastronomy establishments, monitoring menu creation and cost control to ensure premium quality and profitability. Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.1.3** Understand financial strategies and cost control methods applicable to the creation and implementation of luxury menus. **Skills**: **R.Î.1.9** Develop diverse and balanced menus, integrating criteria of cost, seasonality, and gastronomic exclusivity. **R.Î.1.10** Apply modern cost analysis methods (food cost, beverage cost) to optimize the budget and maintain profitability. **Responsibilities and autonomy**: **R.Î.1.17** Ensure the efficient management of material and financial resources, taking responsibility for the sustainability and profitability of the menus created. Cp.4 Develop and apply advanced culinary techniques specific to luxury gastronomy, getting involved in the design and implementation of culinary processes that guarantee premium gastronomic experiences. Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.4.1** Know advanced culinary techniques, such as sous-vide, molecular gastronomy, and culinary pairing, used in luxury restaurants. **Skills**: **R.Î.4.8** Apply innovative cooking and presentation techniques, complying with food hygiene and safety standards. **R.Î.4.12** Optimize kitchen workflows by integrating advanced culinary techniques for efficiency and consistent quality. **Responsibilities and autonomy**: **R.Î.4.15** Ensure compliance with international culinary standards in the preparation and presentation of luxury dishes, taking responsibility for gastronomic excellence. Cp.5 Carry out practical inspections and monitoring of menus and culinary products in luxury gastronomy establishments to assess quality and ensure compliance with premium standards. Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.5.1** Know methods for evaluating the quality of premium menus and culinary products through systematic testing and analysis. **Skills**: **R.Î.5.8** Perform sensory and technical evaluations of culinary preparations to verify compliance with luxury standards. **R.Î.5.9** Inspect and monitor preparation and serving processes to identify non-conformities and propose corrections. **Responsibilities and autonomy**: **R.Î.5.15** Ensure the correct implementation of processes for verifying and validating the quality of premium menus and gastronomic products.

7. Course objectives

7.1 General course objective	• Correct understanding of the concepts specific to practical work in a gastronomic establishment. • Acquiring practical skills specific to working in a gastronomic establishment.
7.2 Specific objectives	• Explaining and understanding specific concepts related to menu creation and cost control and acquiring practical skills related to their implementation in a luxury gastronomic establishment. • Explaining and understanding specific concepts related to culinary techniques and acquiring practical skills related to their implementation in a luxury gastronomic establishment.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Menu creation and cost control This unit focuses on the process of designing a menu tailored to the luxury segment, reflecting both the identity of the establishment and the expectations of premium customers. It explores the principles of balance between gastronomic creativity, diversity, and economic feasibility, as well as methods for selecting high-quality ingredients and integrating concepts of seasonality and sustainability. At the same time, modern cost control methods (food cost, beverage cost, profitability analysis) are addressed to ensure profitability without compromising the quality and exclusivity of the menu.	Training Practice	70	
2. Culinary Techniques II This unit consolidates and expands on the knowledge and skills previously acquired in the field of culinary techniques, with direct applicability in luxury gastronomy. The emphasis is on the use of rare and top-quality ingredients, the application of advanced cooking methods (sous-vide techniques, molecular gastronomy, culinary pairing), as well as the innovative presentation of dishes (artistic plating, gastronomic storytelling). Students practice integrating aesthetic and functional details that transform the culinary experience into a memorable event, in line with international standards of premium hospitality.	Training Practice	70	
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9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content meets the current requirements of academic and professional communities by integrating the essential concepts and skills for luxury gastronomy, with an emphasis on menu creation, cost control, and the application of advanced culinary techniques. These aspects are aligned with international trends in the field, reflecting the best practices promoted by professional organizations and prestigious gastronomic associations. At the same time, the discipline contributes to the development of solid practical training, required by employers, to ensure that graduates are able to design sustainable and profitable menus, apply innovative cooking and presentation techniques, and evaluate the quality of products and services to premium standards. Through this, students acquire both an up-to-date scientific foundation and directly applicable skills that facilitate their integration and development in the luxury hospitality industry.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts related to menu creation, cost control and culinary techniques, as well as their appropriate use in specific luxury gastronomic contexts.	Oral examination	25%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts related to menu creation, cost control and culinary techniques in luxury gastronomy.	Evaluation of the written project	25%
		Grade proposed by the practice coordinator from the hospitality establishment where the practice took place	50%

10.6 Minimal performance standard
- Presentation of the professional practice workbook.
- Physical attendance at the 140 hours of practice.
- Correct understanding of the theoretical concepts.
- Appropriate application of the theoretical concepts in a gastronomic establishment.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real	Partially correct answers, logical gaps

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	reflection	
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU,	PhD Prof.eng. Habil. Cristina Maria CANJA,
…………………………………………………………………	…………………………………………………………………………………….
Dean	Head of Department

PhD Assoc.Prof. Laura CISMARU,
……………………………………………………………………
Practice Coordinator

Note:

96) 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);

97) Study level – choose from among: Bachelor / Master / Doctorat;

98) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

99) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

100) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course				Professional practice IV				
2.2 Course convenor				Conf.dr.psih. Laura CISMARU				
2.3 Seminar/ laboratory/ project convenor				Conf.dr.psih. Laura CISMARU				
2.4 Study year	II	2.5 Semester	IV	2.6 Evaluation type	V4	2.7 Course status	Content[3]	SC
							Attendance type[4]	CPC

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

3.1 Total number of hours in the curriculum	140	
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		30
Tutorial		100
Examinations		
Other activities…………………………………		30

3.2 Total number of hours of student activity	160
3.3 Total number per semester	300
3.4 Number of credits[5]	10

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• Multimedia equipped room
5.2 for seminar/ laboratory/ project development	• Equipped kitchen and reception

6. Competences and learning outcomes

	Cp.1 Manages and plans the human, material, and technological resources necessary to implement trends and innovations in luxury gastronomy and hospitality, monitoring the efficiency of service and production processes.
Competences and learning outcomes	Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.1.2** Identify advanced techniques for planning and monitoring operational processes in luxury gastronomy and service establishments, including in the context of introducing innovations. **Skills**: **R.Î.1.9** Develop detailed plans for integrating trends and innovations into menus and services, ensuring consistency and quality. R.Î.1.13 Design and optimize workflows in restaurants and service areas, facilitating collaboration between teams and maintaining premium standards. Responsibilities and autonomy: R.Î.1.19 Plan and adapt resource and process management strategies to respond to changes imposed by trends and innovations in hospitality. Cp.4 Develop and apply advanced culinary techniques and innovative processes for food production in luxury gastronomy, ensuring the integration of sustainability and innovation into the customer experience. Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.4.1** Know advanced culinary techniques and international trends applicable to luxury gastronomy. **Skills**: **R.Î.4.8** Apply innovative cooking and presentation methods, such as molecular gastronomy or artistic plating, in line with the requirements of premium customers. **R.Î.4.12** Optimize kitchen workflows by integrating modern technologies and advanced culinary techniques to enhance efficiency and consistency of quality. **Responsibilities and autonomy**: **R.Î.4.15** Ensure compliance with and promotion of international standards of culinary excellence and sustainability in luxury gastronomy establishments. Cp.5 Inspect and monitor culinary and food & beverage service processes in luxury hospitality establishments, assessing quality and compliance with premium standards. Upon completion of the master's program, graduates will be able to: **Knowledge**: **R.Î.5.2** Identify techniques and tools for inspecting and monitoring serving and stewarding processes in premium gastronomy. **Skills**: **R.Î.5.8** Perform systematic and sensory evaluations to verify the quality of food and beverages served to premium customers. **R.Î.5.9** Inspect and monitor food & beverage service activities, identifying deviations from premium standards and proposing corrective solutions. **Responsibilities and autonomy**: **R.Î.5.15** Provide the necessary framework for verifying and validating the quality of culinary products and service in luxury hospitality establishments.

7. Course objectives

7.1 General course objective	• Correct understanding of the concepts specific to practical work in a gastronomic and/or accommodation establishment. • Acquiring practical skills specific to working in a gastronomic and/or accommodation establishment.
7.2 Specific objectives	• Explaining and understanding specific concepts related to trends and innovation in hospitality and acquiring practical skills related to their implementation in a gastronomic and/or accommodation establishment. • Explaining and understanding specific concepts related to advanced culinary techniques and acquiring practical skills related to their implementation in a gastronomic establishment. • Explaining and understanding specific concepts related to stewarding and food & beverage service and acquiring practical skills related to their implementation in a gastronomic establishment.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Trends and Innovation in Hospitality This unit aims to familiarize students with contemporary trends and innovations that define the luxury hospitality industry: digitization and the use of artificial intelligence for service personalization, eco-luxury and sustainability concepts, multisensory gastronomic experiences, and the integration of cultural heritage into services. The emphasis is on the ability to recognize, evaluate, and implement relevant trends in a gastronomy and/or accommodation unit, ensuring a competitive advantage and meeting the expectations of premium customers.	Training Practice	50	
2. Advanced culinary techniques This unit consolidates students' practical training in the art of luxury cuisine through the application of sophisticated and innovative cooking techniques (molecular gastronomy techniques, controlled fermentation, avant-garde pairings, and artistic plating). Emphasis is placed on the use of rare ingredients, the balance between tradition and innovation, and the integration of health, nutrition, and sustainability principles into luxury gastronomy.	Training Practice	70	
3. Stewarding and food & beverage serving techniques This unit aims to develop the practical skills necessary for the efficient management of operational flows in a gastronomy unit. Students learn the principles of stewarding (organizing and maintaining equipment, utensils, and workspaces), as well as serving techniques tailored to premium customers: fine dining, wine pairing, table service, and exclusive events. The	Training Practice	20	

emphasis is on perfection in execution, coordination of service teams, and maintaining an impeccable experience for guests.			

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

The course content integrates current trends and innovations in the field of luxury hospitality, being fully in line with the directions promoted by international academic communities and professional organizations in the industry. By addressing advanced culinary techniques, stewarding, and food & beverage serving techniques, the discipline meets the requirements of employers for training professionals capable of providing impeccable and innovative experiences. Students are trained to implement modern cooking practices, manage operational processes, and monitor the quality of products and services to premium standards, skills that are recognized and valued in the labor market. Thus, the discipline provides both an up-to-date scientific and methodological foundation and direct practical relevance, facilitating the integration of graduates into the international luxury hospitality industry.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts related to trends and innovation in hospitality, to advanced culinary techniques, as well as their appropriate use in specific luxury hospitality contexts.	Oral examination	25%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts related to trends and innovation in hospitality, to advanced culinary techniques in luxury hospitality.	Evaluation of the written project	25%
		Grade proposed by the practice coordinator from the hospitality establishment where the practice took place	50%

10.6 Minimal performance standard

- Presentation of the professional practice workbook.
- Physical attendance at the 140 hours of practice.
- Correct understanding of the theoretical concepts.
- Appropriate application of the theoretical concepts in a hospitality establishment.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Laura CISMARU, ... Practice Coordinator	

Note:

101) 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);

102) Study level – choose from among: Bachelor / Master / Doctorat;

103) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

104) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

105) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course		Professional practice for dissertation drafting						
2.2 Course convenor		Dissertation thesis coordinator						
2.3 Seminar/ laboratory/ project convenor		Dissertation thesis coordinator						
2.4 Study year	II	2.5 Semester	IV	2.6 Evaluation type	V4	2.7 Course status	Content[3]	SC
							Attendance type[4]	CPC

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

3.1 Total number of hours in the curriculum	84	
Time allocation		hours
Study of textbooks, course support, bibliography and notes		
Additional documentation in libraries, specialized electronic platforms, and field research		60
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays		36
Tutorial		120
Examinations		
Other activities…………………………………		

3.2 Total number of hours of student activity	216
3.3 Total number per semester	300
3.4 Number of credits[5]	10

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• It is not the case
5.2 for seminar/ laboratory/ project development	• It is not the case

6. Competences and learning outcomes

Competences and learning outcomes	Cp.1 Manage and plan the academic and practical resources necessary for the preparation of the dissertation, integrating bibliography, field data, and innovative solutions to support the practical part of the case study.
	Upon completion of the master's program, graduates will be able to:
	Knowledge:
	R.Î.1.1 Know the academic and practical documentation methods necessary to carry out a case study in the field of luxury hospitality.
	Skills:
	R.Î.1.9 Develop documentation and research plans for the coherent integration of bibliography, field data, and practical observations.
	R.Î.1.13 Use analysis and synthesis tools to integrate information obtained from various sources into the dissertation.
	Responsibilities and autonomy:
	R.Î.1.17 Ensure the autonomous management of the case study development process, taking responsibility for the quality and originality of the results.
	Cp.7 Identify and integrate the needs and expectations of premium customers into the research topics and case studies in the dissertation to ensure the relevance and practical applicability of the work.
	Upon completion of the master's program, graduates will be able to:
	Knowledge:
	R.Î.7.1 Know the methods of analyzing the requirements of premium customers and how to integrate them into applied research.
	Skills:
	R.Î.7.6 Analyze data and information related to the preferences and behaviors of premium customers to substantiate the case study.
	R.Î.7.7 Integrate these preferences into the proposals and solutions developed in the dissertation.
	Responsibilities and autonomy:
	R.Î.7.11 Ensure the practical relevance of the dissertation by correlating the conclusions with the real needs and expectations of customers in the luxury hospitality industry.

7. Course objectives

7.1 General course objective	• The discipline is designed to support the master students in the practical part of their dissertation. Together with the discipline "Dissertation drafting" it is designed to support the realisation of the dissertation thesis.
7.2 Specific objectives	• Develop the analytical skills, based on bibliography and webography study, in order to frame the practical part of the dissertation thesis in the current state of art at national and international level.
	• Develop the inventiveness by finding methods and solutions that prepare for practical implementation.

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	• Training within the production of technical documentation in a gastronomic or accommodation establishment.
	• Laying the foundations for entrepreneurial and economic project management skills.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Field documentation at the gastronomy or accommodation unit where the case study is to be conducted This unit aims to familiarize master's students with the operational realities of a luxury gastronomy or accommodation unit. The emphasis is on direct observation of processes, collection of qualitative and quantitative data, and identification of practical problems and opportunities that can form the basis of the case study.	Project–Based Learning	84	
2. Identification of methods and solutions that prepare for the practical implementation of the case study Master's students are guided to select and justify analytical tools, research methods, and solutions applicable in the context studied. This unit develops critical thinking and inventiveness, preparing the integration of innovative and sustainable strategies into the practical part of the dissertation.			
3. Documentation on electronic platforms/library This unit aims to strengthen the skills of searching, selecting, and using bibliographic and webographic sources. Students learn to identify academic publications, professional reports, standards, and best practices in luxury hospitality, necessary for the scientific foundation of the case study and for correlating it with international trends.			
Bibliography The bibliography is recommended and customized by each dissertation coordinator, depending on the topic chosen by the student and the specifics of the case study. It will include: - Academic sources – articles published in international and national scientific journals, reference works in the field of hospitality, gastronomy, luxury management, and marketing. - Monographs and treatises – author volumes or collective works dedicated to branding, guest experience management, luxury consumer psychology, and innovations in hospitality. - Professional reports and studies – developed by professional organizations and associations in the luxury hospitality industry (e.g., World Luxury Hotel Association, Culinary Institute of America, Hotrec, etc.). - Standards and regulations – normative documents applicable to the luxury hospitality and gastronomy industry (hygiene, food safety, quality and sustainability certifications). - Digital resources – academic databases (e.g., ScienceDirect, SpringerLink, Emerald Insight), electronic platforms, and online libraries that provide access to up-to-date specialized literature. Thus, each student will use a varied and up-to-date bibliography, adapted to the topic of the dissertation, ensuring the scientific and practical foundation of the study.			

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 discipline is fully in line with the expectations of academic and professional communities, with an emphasis on applied research, scientific foundation, and the integration of best practices in the luxury hospitality industry. Bibliographic and field research activities provide students with skills aligned with current scientific standards, ensuring they have a rigorous and up-to-date understanding of the field. By focusing on identifying innovative and sustainable solutions in case studies, the discipline meets the requirements of employers in premium hospitality, who are looking for specialists capable of transferring research results into concrete practices. In addition, the content units stimulate entrepreneurial and economic project management skills, correlating with international market trends and the priorities of professional organizations in the field. Thus, the discipline supports students in acquiring a solid academic foundation, relevant applied skills, and the ability to develop dissertations with practical value, in line with the expectations of scientific communities and employers in the luxury hospitality industry.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Determined by each dissertation thesis coordinator based on the model structure approved at the faculty level.	Determined by each dissertation thesis coordinator	100%

10.5 Minimal performance standard
- The minimum performance standard is assessed by each dissertation thesis coordinator.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU, ... Dean	PhD Prof.eng. Habil. Cristina Maria CANJA, ... Head of Department
PhD Assoc.Prof. Laura CISMARU, ...	

Practice Coordinator

Note:

106)   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);

107) Study level – choose from among: Bachelor / Master / Doctorat;

108) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

109) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

110) One credit is the equivalent of 30 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
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 in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course		Dissertation drafting						
2.2 Course convenor		Dissertation thesis coordinator						
2.3 Seminar/ laboratory/ project convenor		Dissertation thesis coordinator						
2.4 Study year	II	2.5 Semester	IV	2.6 Evaluation type	V 4	2.7 Course status	Content[3)	SC
							Attendance type[4)	CPC

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

3.1 Total number of hours in the curriculum	140	
Time allocation		hours
Study of textbooks, course support, bibliography and notes		
Additional documentation in libraries, specialized electronic platforms, and field research		60
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays		
Tutorial		100
Examinations		
Other activities………………………………		

3.2 Total number of hours of student activity	160
3.3 Total number per semester	300
3.4 Number of credits[5)	10

4. Prerequisites (if applicable)

4.1 curriculum-related	• It is not the case
4.2 competences-related	• It is not the case

5. Conditions (if applicable)

5.1 for course development	• It is not the case
5.2 for seminar/ laboratory/ project development	• It is not the case

6. Competences and learning outcomes

Cp.1 Manage and plan the stages, resources, and documents necessary for completing the dissertation, monitoring progress and ensuring its completion to established academic and professional standards.

Upon completion of the master's program, graduates will be able to:

Knowledge:

R.Î.1.2 Identify advanced techniques for planning and monitoring academic projects, applicable to the stages of completing the dissertation;

Skills:

R.Î.1.9 Develop and implement a detailed plan for the research, writing, and validation stages of the dissertation, in accordance with academic deadlines and requirements;

R.Î.1.11 Develop and implement an academic quality control system (correct citation, logical structure, compliance with ethical standards) during the preparation of the dissertation;

Responsibilities and autonomy:

R.Î.1.17 Ensure the autonomous management of the stages of the dissertation, taking responsibility for meeting deadlines and ensuring the quality of the work.

Cp.6 Review and analyze financial, economic, and contextual information relevant to the research topic, evaluating costs, benefits, and risks to support the conclusions and recommendations included in the dissertation.

Upon completion of the master's program, the graduate will be able to:

Knowledge:

R.Î.6.1 Know the principles of evaluating the costs, benefits, and risks associated with the research topic in order to substantiate a relevant applied analysis;

Skills:

R.Î.6.5 Critically analyze financial data and economic information relevant to the case study in the dissertation, drawing reasoned conclusions;

R.Î.6.8 Synthesize economic information and luxury market trends to formulate integrated strategic recommendations in the thesis;

Responsibilities and autonomy:

R.Î.6.9 Provide the necessary framework for rigorous assessment of the economic implications of the research, demonstrating responsibility in the interpretation of data.

Cp.7 Integrate the interests, needs, and perspectives of relevant beneficiaries or stakeholders into the research topic by selecting and applying the most appropriate solutions to ensure the relevance and applicability of the dissertation.

Upon completion of the master's program, the graduate will be able to:

Knowledge:

Î.7.1 Know the methods for analyzing the requirements of beneficiaries and stakeholders and how to integrate them into the dissertation;

Skills:

R.Î.7.6 Analyze stakeholder requirements (e.g., accommodation units, restaurants, premium customers) and generate applicable solutions, reflected in the dissertation case study;

R.Î.7.9 Conduct comparative research on available options in order to propose innovative and sustainable solutions in the researched topic;

Responsibilities and autonomy:

R.Î.7.11 Ensure the integration of beneficiaries' interests and the applied dimension in the dissertation, respecting academic and ethical requirements.

7. Course objectives

7.1 General course objective	• The discipline is designed to support the master students in the completion of their dissertation thesis, together with the discipline " Professional practice for dissertation drafting". Master students are guided and supervised, in close communication with the dissertation coordinators, for the elaboration of the final dissertation thesis, both in terms of practical implementation and in terms of documentation and presentation method.
7.2 Specific objectives	• Develop the analytical skills, based on bibliography and webography study, in order to frame the practical part of the dissertation thesis in the current state of art at national and international level. • Develop the inventiveness by finding methods and solutions that prepare for practical implementation. • Training within the production of technical documentation in a gastronomic or accommodation establishment. • Laying the foundations for entrepreneurial and economic project management skills.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. **Documentation based on the bibliography recommended by the dissertation coordinator** − Studying classical resources (books, articles, scientific journals) and electronic resources (academic platforms, international databases) to substantiate the theoretical part and to frame the topic in the current state of research at national and international level. 2. **Discussions on intellectual property, implementation costs, and the interest of beneficiaries** − Clarifying ethical and legal issues regarding the originality of the work, evaluating the costs of implementing the proposed solutions, and identifying the potential interest of the luxury hospitality industry or other stakeholders. 3. **Drawing up a plan for completing the dissertation, in stages** − Structuring the work into chapters, establishing research stages and intermediate deadlines to ensure consistent and monitored progress. 4. **Preparing and explaining the periodic review form** − Creating a monitoring tool through which the student and the coordinator check the status of the work, correcting any deviations from the initial plan. 5. **Clarifying the documents required to support the dissertation** − Establishing the type of documents that need to be prepared (summary, appendices, statements of originality, approvals) so that the dissertation file is	Project–Based Learning Master students present the current status of their own dissertation thesis. The dissertation thesis coordinators provide practical solutions to problems encountered by the master students.	140	

complete and complies with institutional requirements.			
6. Completing the dissertation according to the approved structure			
– Preparing the final document according to the faculty's model and requirements, in compliance with academic standards of writing and presentation.			
7. Preparing the current state of research in the field			
– Integrating a critical analysis of the literature to highlight the novelty and relevance of one's own research.			
8. Drafting the case study based on practical experience			
– Capitalizing on practical experience gained in gastronomy or accommodation establishments by applying analysis to a specific case and drawing relevant conclusions.			
9. Completing the paper with conclusions, future research directions, and appendices			
– Formulating general conclusions, identifying opportunities for further research, and including the necessary appendices (questionnaires, interviews, statistical data, etc.).			
10.Creating the PowerPoint presentation and related charts (if applicable)			
– Preparing visual aids to support the paper, clearly structuring key messages, and using attractive graphic tools for a professional presentation.			

Bibliography

The bibliography is recommended and customized by each dissertation coordinator, depending on the topic chosen by the student and the specifics of the case study. It will include:

- Academic sources – articles published in international and national scientific journals, reference works in the field of hospitality, gastronomy, luxury management, and marketing.

- Monographs and treatises – author volumes or collective works dedicated to branding, guest experience management, luxury consumer psychology, and innovations in hospitality.

- Professional reports and studies – developed by professional organizations and associations in the luxury hospitality industry (e.g., World Luxury Hotel Association, Culinary Institute of America, Hotrec, etc.).

- Standards and regulations – normative documents applicable to the luxury hospitality and gastronomy industry (hygiene, food safety, quality and sustainability certifications).

- Digital resources – academic databases (e.g., ScienceDirect, SpringerLink, Emerald Insight), electronic platforms, and online libraries that provide access to up-to-date specialized literature.

Thus, each student will use a varied and up-to-date bibliography, adapted to the topic of the dissertation, ensuring the scientific and practical foundation of the study.

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

The course content follows current academic trends in applied research and writing methodology, providing master's students with a rigorous framework for writing their dissertation. The content is aligned with nationally and internationally recognized academic and professional practices, including aspects of scientific documentation, research planning, compliance with ethical and intellectual property standards, and the integration of practical and economic dimensions into case studies.

The course also reflects the expectations of professional associations and employers in the luxury hospitality industry, with a focus on practical results and innovative solutions that can be directly applied in gastronomy and accommodation establishments. Through the proposed topics and activities, master's students are supported in developing both research skills and entrepreneurial and managerial skills, which are necessary to contribute to the progress of the field and to respond to the demands of the luxury market.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Determined by each dissertation thesis coordinator based on the model structure approved at the faculty level.	Determined by each dissertation thesis coordinator, by phase of completion, according to the periodic visa form.	100%

10.5 Minimal performance standard
- The minimum performance standard is assessed by each dissertation thesis coordinator and accordingly communicated to the master student.

Evaluation grid by performance levels		
Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05 / 09 / 2025 and approved in the Faculty Board meeting on 08 / 09 /2025.

PhD Prof.eng. Vasile PĂDUREANU,	PhD Prof.eng. Habil. Cristina Maria CANJA,
…………………………………………………………….	………………………………………………………………………….
Dean	Head of Department

PhD Assoc.Prof. Laura CISMARU,

………………………………………………………………….

Master Program Coordinator

Note:

111)   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);

112) Study level – choose from among: Bachelor / Master / Doctorat;

113) Course status (content) – select one of the following options: **FC** (fundamental course) / **SC** (speciality course)/ **CC** (complementary course);

114) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

115) One credit is the equivalent of 30 study hours (teaching activities and individual study).

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 of food products
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			Michelin-star kitchen engineering					
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	2	2.5 Semester	3	2.6 Evaluation type	ES	2.7 Course status	Content[3]	DS
							Attendance type[4]	DO

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	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	20
Tutorial	
Examinations	2
Other activities………………………………	7

3.7 Total number of hours of student activity	69
3.8 Total number per semester	125
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Completion of fundamental courses in food engineering and technology, including modules on intelligent systems and quality management.
4.2 competences-related	• Ability to interpret and apply international quality standards such as HACCP and ISO in gastronomy. • Familiarization with the basic techniques of molecular cuisine and the principles of sustainability in the hospitality industry.

5. Conditions (if applicable)

5.1 for course development	• Access to advanced technological equipment used in Michelin kitchens, such as sous-vide, Thermomix, smoking equipment, etc. • Recommended bibliography.
5.2 for seminar/ laboratory/	• Availability of laboratory spaces equipped with equipment specific to modern

| project development | culinary processes. |
| | • Ensuring access to premium quality raw materials for practical applications. |

6. Competences and learning outcomes

<table>
<tr><td rowspan="1" style="writing-mode: vertical">Competences and learning outcomes</td><td>

Cp.1 – Resource management and planning for hospitality projects

Knowledge

- Graduates will acquire knowledge of the principles of human, financial, and material resource management.
- Graduates will understand how innovative technologies (e.g., sous-vide, spherification, 3D printing) can be applied to optimize culinary processes.
- Graduates will be familiar with the essential quality criteria and performance standards used in hospitality projects.

Skills

- Graduates will be able to plan and monitor project activities, meeting deadlines and staying within budget.
- Graduates will develop skills in integrating modern cooking technologies to ensure consistency and creativity in food preparation.
- Graduates will demonstrate the ability to select and use advanced equipment to support operational efficiency.

Responsibilities and autonomy

- Graduates will be prepared to autonomously manage complex projects, taking responsibility for achieving set objectives.
- Graduates will be able to coordinate diverse teams and resources to achieve quality results.
- Graduates will show initiative in developing innovative and sustainable solutions tailored to the hospitality industry.

CP2. Advising hospitality production units on optimization

Knowledge

- Graduates will have knowledge of production supervision and control processes.
- Graduates will understand the principles of sustainability and zero waste practices applicable to the food and hospitality industry.
- Graduates will know the basics of designing menus that combine aesthetics, taste, and environmental responsibility.

Skills

- Graduates will be able to advise production units on the implementation of sustainable practices.
- Graduates will develop skills in designing balanced menus that meet both customer requirements and ecological principles.
- Graduates will demonstrate the ability to optimize inventory and supply flows to reduce waste.
- Graduates will be able to identify and solve manufacturing problems using diagnostic and analytical tools.

Responsibilities and autonomy

- Graduates will be prepared to oversee production processes and intervene effectively in unforeseen situations.
- Graduates will be able to provide strategic recommendations for improving operational performance.
- Graduates will take responsibility for implementing innovative and environmentally friendly solutions tailored to the requirements of the luxury industry.

</td></tr>
</table>

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

| 7.1 General course objective | • To train skills in process engineering in elite kitchens. |

	• To develop skills in planning and organizing Michelin-standard kitchens. • Integrate technological innovation with advanced culinary techniques.
7.2 Specific objectives	• Advanced skills of culinary techniques (sous-vide, gelling, smoking, spherification, etc.). • Implementing the concept of "zero waste" in kitchens. • Developing a creative and sustainable menu. • Optimizing operational flows for maximum efficiency.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to Michelin standards: history and evaluation criteria 1.1 The origin of the Michelin Guide and its impact on world gastronomy. 1.2 Michelin star criteria: what matters most? 1.3 The role of Michelin inspectors and how to assess them	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
2. Innovative technologies used in Michelin-star kitchens 2.1 Advanced equipment: sous-vide, pacojet, dehydrators. 2.2 The role of food 3D printing and artificial intelligence in kitchens. 2.3 Temperature control and precision cooking technologies.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
3. Operations management and efficient workspace organization 3.1 Methods of organization: mise en place and 5S principles in the kitchen. 3.2 Team management: leadership and effective communication in high-pressure environments. Workspace planning for maximum productivity.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
4. Menu design: the balance between taste, aesthetics and sustainability 4.1 Taste psychology: how we combine flavours to create a unique experience. 4.2 Design of a themed menu for multisensory experiences. 4.3 Choosing sustainable and local ingredients.	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
5. Hygiene and food safety at standards of excellence 5.1 International standards and HACCP procedures in top kitchens. 5.2 The food route: from storage to serving. 5.3 Contamination management and safety in kitchens	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
6. Psychology of the high-end restaurant customer	Interactive lectures, narrative exposition,	2	

6.1 Analysis of Michelin customer expectations: personalized services and details. 6.2 Creating a memorable atmosphere: light, sound and ambience. 6.3 Customer feedback: its role in continuous improvement.	debates, case study, brainstorming		

Bibliography
1.   Bocuse, Paul. The Complete Bocuse.
2.   Blumenthal, Heston. The Fat Duck Cookbook.
3.   Adria, Ferran. The Family Meal: Home Cooking with Ferran Adrià.
4.   Escoffier, Auguste. Guide Culinaire.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Application of advanced cooking techniques 1.1 Preparation of proteins by sous-vide and testing of different textures. 1.2 Application of molecular techniques: specification, foams, gels. 1.3 Combining modern technologies with traditional methods (e.g., cooking over an open fire).	Hands-on demonstrations, collaborative learning, experiential learning	4	
2. Sensory testing: evaluation of texture, taste and presentation 2.1 Plating techniques and colour balance. 2.2 Testing Taste and Texture Perceptions: How to 2.3 Meet Varied Customer Needs. 2.4 Developing a visual signature for each dish	Hands-on demonstrations, collaborative learning, experiential learning	2	
3. Development of a thematic menu and its evaluation 3.1 Creating a unique menu concept (e.g.: seasonal, story-based). 3.2 Testing and refining recipes through feedback. 3.3 Presentation of the menu and simulation of a complete service.	Hands-on demonstrations, collaborative learning, experiential learning	4	
4. Simulation of a Michelin kitchen: organization and coordination 4.1 Creating a functional team and distributing responsibilities. 4.2 Pressure management during a "live" simulation. 4.3 Performance analysis and process improvement.	Hands-on demonstrations, collaborative learning, experiential learning	4	

Bibliography
1.   Bocuse, Paul. The Complete Bocuse.
2.   Blumenthal, Heston. The Fat Duck Cookbook.
3.   Adria, Ferran. The Family Meal: Home Cooking with Ferran Adrià.
4.   Escoffier, Auguste. Guide Culinaire.

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 discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Active participation in courses and practical work		20%
	The master's student must demonstrate an understanding of the essential aspects of the course (having as sources the course material and bibliography)	Written Exam - Theory and Case Studies	40%
10.5 Seminar/ laboratory/ project	Development and presentation of a complete menu	Final project	40%

10.6 Minimal performance standard
The minimum performance standard for the Michelin-starred Cuisine Engineering discipline requires students to demonstrate advanced skills in the application of modern culinary technologies, dish innovation, artistic presentation and adherence to the standards of excellence and sustainability specific to luxury gastronomy.

<center>Evaluation grid by performance levels</center>

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05/09/2025 and approved in the Faculty Board meeting on 08/09/2025.

PhD Professor, Vasile PĂDUREANU, Dean	PhD Associate Professor Cristina Maria CANJA, Head of Department
PhD Associate Professor, Cristina Maria CANJA, Course holder	PhD Associate Professor, Cristina Maria CANJA, Holder of laboratory

F03.2-PS7.2-01/ed.3, rev.5

Note:

116)   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);

[117)] Study level – choose from among: Bachelor / Master / Doctorat;

[118)] 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);

[119)] Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

[120)] One credit is the equivalent of 30 study hours (teaching activities and individual study).

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 of food products
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			Plated and signature dishes and deserts					
2.2 Course convenor			Conf. dr. ing. Maria Cristina CANJA					
2.3 Seminar/ laboratory/ project convenor			Conf. dr. ing. Maria Cristina CANJA					
2.4 Study year	2	2.5 Semester	3	2.6 Evaluation type	ES	2.7 Course status	Content[3]	DS
							Attendance type[4]	DO

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	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	20
Tutorial	
Examinations	2
Other activities…………………………………	7

3.7 Total number of hours of student activity	69
3.8 Total number per semester	125
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Knowledge relevant to cooking techniques, food aesthetics and resource management, such as "Precision engineering for artisanal bakery and pastry production" and "Farm-to-table supply chains and food waste minimisation".
4.2 competences-related	• The ability to use modern equipment and advanced culinary techniques. • Ability to organize and plan resources for complex dishes. • Knowledge about sustainability and reducing food waste.

5. Conditions (if applicable)

5.1 for course development	• Classroom equipped with projector, screen and other multimedia equipment for visual support. • Access to the course bibliography and additional materials made available by the course holder.

5.2 for seminar/ laboratory/ project development	• Culinary laboratory equipped with modern equipment (e.g. culinary torches, foam siphon, pacojet).
	• Student workspace, access to varied and quality ingredients.
	• Compliance with food safety norms and labour protection rules

6. Specific competences and learning outcomes

<table>
<tr><td rowspan="1">Competences and learning outcomes</td><td>

Cp.1 – Development of processes and techniques for food production and preservation

Knowledge
- Graduates will acquire knowledge of the principles of visual design (plating), color, texture, and aesthetic balance applied in gastronomy.
- Graduates will understand the importance of using sustainable ingredients and reducing food waste to optimize costs and environmental impact.
- Graduates will be familiar with modern cooking techniques and innovative equipment (e.g., sous-vide, spherification, pacojet, culinary torches) applicable to the creation of high-quality dishes.

Skills
- Graduates will be able to develop and present dishes that reflect creativity and culinary identity.
- Graduates will demonstrate the ability to manage available resources, integrating sustainability into the cooking and serving process.
- Graduates will apply modern methods to develop desserts and complex dishes, adapted to the standards of luxury gastronomy.

Responsibilities and autonomy
- Graduates will be prepared to take responsibility for implementing innovative techniques in food production.
- Graduates will be able to adapt work processes to ensure consistent product quality in line with market requirements.
- Graduates will show initiative in creating innovative and sustainable culinary concepts.

Cp.2 – Analysis and optimization of production processes

Knowledge
- Graduates will acquire knowledge about the principles of proportion, symmetry, and focus in creating attractive culinary compositions.
- Graduates will understand the role of textures and varying temperatures in constructing gastronomic experiences.
- Graduates will understand the impact of colors and composition on consumers' taste and emotional perceptions.

Skills
- Graduates will be able to create visually appealing dishes that tell a story through plating and design.
- Graduates will develop the ability to combine different textures and temperatures to create memorable culinary experiences.
- Graduates will be able to apply aesthetic principles to increase perceived value and consumer experience.
- Responsibilities and autonomy
- Graduates will be prepared to analyze and constantly improve production processes in order to reduce losses and costs.
- Graduates will take responsibility for maintaining the aesthetic and sensory standards of the dishes.
- Graduates will be able to propose innovative solutions to optimize the culinary experience according to customer preferences.

</td></tr>
</table>

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

7.1 General course objective	• Developing practical skills in the preparation and decoration of signature dishes and desserts. • Understanding the aesthetic principles of plating and the visual impact on the consumer. • Practicing culinary creativity by designing original and memorable dishes
7.2 Specific objectives	• Upon completion of the course, the student will be able to: • To use advanced cooking and plating techniques for complex dishes. • To create original recipes and concepts for signature dishes and desserts. • Apply notions of chromatics, texture and contrast in the arrangement of plates. • Manage the ingredients and resources for the preparation of premium desserts.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to Plating and Culinary Design: 1.1. Definition and importance of plating in modern gastronomy. 1.2. The evolution of plating from traditional to avant-garde. 1.3. The role of the first visual impression in the consumer experience	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
2. Basic elements in making "signature dishes": 2.1. What are "signature dishes" and how do they reflect the identity of a chef? 2.2. Selection of ingredients and their role in creating a memorable dish. 2.3. The balance between taste, texture and aesthetics.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
3. History and contemporary trends in fine dining desserts: 3.1. Iconic desserts and their influence on current gastronomy. 3.2. Current trends: minimalist, sustainable desserts, molecular cooking. 3.3. Case study: analysis of desserts signed by famous chefs.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
4. Advanced cooking and presentation techniques: 4.1. Sous-vide, spherification and other innovative cooking methods. 4.2. Use of modern equipment: culinary torches, pacojet, foam siphon. 4.3. Combining traditional techniques with modern innovations.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
5. Visual composition and storytelling through plating: 5.1. Basic rules of visual composition (symmetry, proportions, focus).	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	

5.2. Colours in gastronomy: emotional and psychological impact. 5.3. "The story on the plate" – how to tell a story through the design of a dish.			
6. The role of texture and temperature in dishes: 6.1. The contrast between textures – crunchy, soft, foamy, gelatinous. 6.2. The importance of temperature in creating the optimal taste experience. 6.3. Integration of surprise elements (cold components in hot desserts, etc.).	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	
7. Use of seasonal and sustainable ingredients in signature dishes: 7.1. Selection of local and seasonal ingredients for authentic dishes. 7.2. Waste reduction and full use of ingredients. 7.3. Incorporating rare and luxurious ingredients into "signature" dishes.	Interactive lectures, narrative exposition, debates, case study, brainstorming	2	

Bibliography
1.   Keller, T. The French Laundry Cookbook. Artisan Books.
2.   Adria, F. The Family Meal: Home Cooking with Ferran Adrià. Phaidon Press.
3.   Will Goldfarb. Room for Dessert. Phaidon.
4.   Additional articles and materials provided by the teacher

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Creating personalized recipes for "signature dishes".	Hands-on demonstrations, collaborative learning, experiential learning	2	
2. Creative plating exercises.	Hands-on demonstrations, collaborative learning, experiential learning	2	
3. Preparing classic desserts reinterpreted	Hands-on demonstrations, collaborative learning, experiential learning	2	
4. Decorating techniques using chocolate, sugar and fruit.	Hands-on demonstrations, collaborative learning, experiential learning	2	
5. Realization of a final project: design and execution of a complete menu with plating.	Hands-on demonstrations, collaborative learning, experiential learning	6	

Bibliography
1.   Keller, T. The French Laundry Cookbook. Artisan Books.
2.   Adria, F. The Family Meal: Home Cooking with Ferran Adrià. Phaidon Press.

| 3. | Will Goldfarb. Room for Dessert. Phaidon. |
| 4. | Additional articles and 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 content of the discipline follows current academic trends and ensures a high relevance of the skills transmitted to students. The content reflects the methods and theories accepted by the scientific community and is in line with the actual approaches, allowing students to form a solid and up-to-date scientific foundation. Also, the topics and themes addressed in the course and the applied activities provide students with a framework for further research in the field.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Written test	Writing Review	20%
10.5 Seminar/ laboratory/ project	Project support	Oral examination	50%
	Participation and activity during practical classes		30%
10.6 Minimal performance standard			

- Students must demonstrate fundamental skills in the preparation and presentation of culinary preparations, according to the standards of the gastronomic industry. This includes the ability to correctly select and use ingredients, apply basic culinary techniques, comply with hygiene and food safety norms, as well as the aesthetic presentation of dishes. Students must also be able to reproduce standardized recipes and understand the importance of consistency and quality in the preparation of dishes. These competencies correspond to a basic level of performance, necessary to ensure a solid foundation in the culinary art.

This course outline was certified in the Department Board meeting on 05/09/2025 and approved in the Faculty Board meeting on 08/09/2025

PhD Professor, Vasile PĂDUREANU, Dean	PhD Associate Professor, Cristina Maria CANJA, Head of Department
PhD Associate Professor, Cristina Maria CANJA, Course holder	PhD Associate Professor, Cristina Maria CANJA, Holder of seminar/ laboratory/ project

Note:

121)   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);

122) Study level – choose from among: Bachelor / Master / Doctorat;

123) 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);

124) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

125) One credit is the equivalent of 25 study hours (teaching activities and individual study).

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 de master[1]	ENGINEERING AND MANAGEMENT
1.5 Study level[2]	MASTER
1.6 Study programme/ Qualification	**ENGINEERING AND MANAGEMENT IN LUXURY HOSPITALITY (IN ENGLISH)**

2. Data about the course

2.1 Name of course			**NATURE-INSPIRED ARCHITECTURE IN HIGH-END PROPERTIES (NIAHEP)**					
2.2 Course convenor			**Prof. dr. arh. Teofil MIHĂILESCU**					
2.3 Seminar/ **laboratory**/ project convenor			**Prof. dr. arh. Teofil MIHĂILESCU**					
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E3	2.7 Course status	Content[3]	CC
							Attendance type[4]	EC

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	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar / **laboratory** / project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	25
Additional documentation in libraries, specialized electronic platforms, and field research	25
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	28
Tutorial	-
Examinations	2
Other activities Explorarea practică de soluții principiale de design/arhitectură de interior pentru unități de alimentație publică (restaurante, cafenele, baruri, cofetării, braserii etc) şi unități hoteliere.	14

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	Familiarization with the architectural-urban phenomenon, interest in the history, theory and practice of architecture, as well as in visual arts, photography.
4.2 competences-related	The use in professional communication of the knowledge acquired in the graduated specialty in order to crystallize the connections with the field of architecture.

5. Conditions (if applicable)

5.1 for course development	Room with appropriate furniture, whiteboard and watermarker, possibly blackboard and chalk, video projector and internet access.
5.2 for seminar / **laboratory** /	Room with appropriate furniture, whiteboard and watermarker, possibly blackboard

project development	and chalk, video projector and internet access.

6. Specific competences

Professional competences and learning outcomes	**Cp.1** Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget. Upon completion of the master's program, graduates will be able to: **Knowledge** R.Î.1.5 Know the principles of precision engineering, biophilic design, circular economy and green technologies used in luxury projects; R.Î.1.6 Explain innovative design concepts for restaurants, including the integration of culinary storytelling, brand identity and experiential principles (plating, scenography, lighting, ergonomics and flows); **Skills** R.Î.1.12 Plan, manage and monitor renovation or expansion projects for hospitality establishments, ensuring a balance between budget, deadlines and luxury aesthetics; **Responsibilities and autonomy** R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses. **Cp.4** Develops processes and techniques for food production or preservation. Engages in the design, development, construction and operation of industrial processes and techniques for food production. Upon completion of the master's program, graduates will be able to: **Knowledge** R.Î.4.5 Know the principles of designing and optimizing workflows in kitchens and serving areas for luxury restaurants; R.Î.4.6 Understand design concepts applicable to serving areas (restaurants, cafes, bars) that integrate cultural themes and eco-luxury elements; R.Î.4.7 Know modern flexible layout solutions for dining and event spaces, adapted in real time to customer preferences. **Skills** R.Î.4.12 Optimize workflows in kitchens and service areas in luxury restaurants to reduce waste and improve the customer experience; R.Î.4.13 Design luxury spaces such as restaurants, cafes and bars, integrating cultural themes and customer-oriented technologies; R.Î.4.14 Create and adapt flexible designs for dining and exclusive events. **Responsibilities and autonomy** R.Î.4.17 Plan and supervise flexible arrangements and workflows tailored to customer preferences; R.Î.4.18 Take responsibility for creating innovative gastronomic concepts and dining spaces that combine quality, sustainability and exclusivity. Cp.5 Conducts inspections and tests of services, processes, or products to assess quality. Upon completion of the master's program, graduates will be able to: **Knowledge** R.Î.5.7 Know the sustainability criteria and principles of biophilic design applicable to the evaluation of resort infrastructures and projects. **Skills** R.Î.5.14 Evaluate resort infrastructures and projects, verifying the integration of sustainability and biophilia principles. **Responsibilities and autonomy** R.Î.5.18 Assume responsibility for the final validation of the quality of products, services and infrastructure, in accordance with the expectations of luxury customers. **Cp.7** Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result. Upon completion of the master's program, graduates will be able to: **Knowledge** R.Î.7.4 Explain design options, operational models and service improvement strategies tailored to the luxury sector; Skills R.Î.7.9 Conduct research and comparative analyses of design options, operational models and services to propose the most advantageous solutions; Responsibilities and autonomy R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;

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

<table>
<tr>
<td rowspan="6">7.1 General course objective</td>
<td>Basic knowledge of structural, functional, aesthetic design in architecture, in order to get familiar with the architectural phenomenon and design issues. Developing the skills to observe/analyze/interpret architectural spaces for understanding and using the expressive potential of the architectural form from the point of view of primary (structural, sensory-spatial), functional (utilitarian) and cultural-symbolic (aesthetic) meanings. Challenging interactivity by designing various teaching-learning situations using active-participative strategies aiming at familiarization with the context of design.</td>
</tr>
<tr>
<td>Developing the capacity for a systemic approach to the discipline by highlighting the links between fields (architecture, design, ergonomics, aesthetics, color theory, arts and engineering and management in food and tourism) and exploring the main directions, concepts, theories of the field of architecture, insisting on situations/pretexts that argue the idea of active learning.</td>
</tr>
<tr>
<td>The development of communication skills, dialogue, teamwork, exploration and inter-, trans-, multi- and pluridisciplinary communication and the use of professional criteria/evaluation methods in the interpretation of the architectural space, in order to crystallize some solutions for its adaptation to different types of planning and design needs of spaces in the luxury hospitality field.</td>
</tr>
<tr>
<td>Set of general knowledge in order to crystallize an ability to analyze an architectural context and the ability to formulate specific realistic conclusions and options regarding the human habitat, in order to fulfill its cultural, functional, aesthetic, comfort and safety requirements in correlation with the parameters of reference in the field.</td>
</tr>
<tr>
<td>The development of visual and professional culture and the skills to analyze, interpret and create artistic entities in relation to the universe of spaces in luxury hospitality, in order to identify the qualities and characteristics that give them potential and bring them added value from an architectural point of view, ergonomic, aesthetic, artistic.</td>
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<td></td>
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<tr>
<td rowspan="4">7.2 Specific objectives</td>
<td>The ability to observe, understand and interpret in a creative-innovative way the architectural space in the reality-image-imaginary matrix. The ability to express/understand concepts/projects in the field of architecture and design, in order to report on them. The realistic and responsible approach to concrete situations of observation, analysis and conception in practice in order to effectively solve the problems specific to planning and design.</td>
</tr>
<tr>
<td>The crystallization of cognitive, applied-professional and affective-value skills as a reference matrix for approaching practical situations in the field of architecture, as well as the development/cultivation of a specific interest in the field of design and architecture. The crystallization of a minimal visual culture and a specialized language. The development of communication and teamwork skills in a professional context, to understand specific topics and to respond to them in a creative-innovative way, to create the premises for an optimal dialogue between specialists in specialized practice.</td>
</tr>
<tr>
<td>Challenging interactivity by designing various situations of teaching/learning/application in practice, using active-participative strategies aiming at familiarization with the issues of planning and design in relation to the specific field of the relevant industry. The crystallization of a creative spirit in solving specialized problems regarding color, texture, shape, surface, volume, in relation to the planning and design of spaces in the luxury hospitality field in an inter-/pluri-/trans-/multi-disciplinary context.</td>
</tr>
<tr>
<td>Effective use of information sources and communication resources and assisted professional training (portals, internet, specialized software applications, databases, online courses, etc.).</td>
</tr>
</table>

8. Content

8.1 Course General specifications. The professor has intellectual property rights over the materials, creations and professional and artistic contents of which he is the author, presented in courses, seminars and/or exams in the form of slides, audio-video materials and specific didactic materials (models, artistic works, exam subjects, grids, etc.), as well as the right to manage one's own image in any media, guaranteed by the specific legislation in Romania and EU.	Teaching methods	Number of hours	Remarks

Therefore, without the prior written consent of the teacher and in light of the legislation in force, it is forbidden to photograph, film and/or audio-video record by any means, partially and/or in full: i) of the activities carried out at courses, seminars, submissions of papers, exams, etc., ii) of the contents, slides, didactic materials, etc. presented in courses, seminars, etc., as well as the contents drawn directly on the blackboard or on other supports by the teacher and/or iii) of the teacher (image and/or voice, fully or partially) at courses, seminars, thesis defenses, exams, etc. Regarding the teacher-student relationship, carried out strictly within the provisions of the regulations in force in UniTBv as well as mutual respect, good faith and common sense, the teacher: i) accepts exclusively written communication and only with students who are legal holders of a institutional e-mail addresses of UniTBv, ii) answers any questions within the limits of the powers and obligations provided for in the regulations that apply to it, iii) reserves the right not to answer e-mails outside of working hours / weekends / legal days off / rest or medical leave or in situations that can be interpreted as intimidation, insults, attempted fraud, lies presented as truth, manipulation, etc., iv) does not in any way mediate the relationship of students with the secretary or other entities within UniTBv and v) for the efficient use of the time dedicated to the educational process, reserves the right not to answer questions that already have their answers in the .pdf documents uploaded on the E-learning platform of UniTBv for the related discipline.			
Introduction to architecture – concepts, terminology, issues, definition of terms, mission. Architecture (from idea, theme and project to built reality) in relation to the requirements of sustainable development (technical/structural, functional, aesthetic, site, legislative etc.) About the initiation-search-becoming/pragma triad and the structure-style- symbol in architecture and design: about the proximate gender and the specific difference. Introduction to architectural design heuristics (reality, image, imaginary) in relation to the concepts of sustainable and nature-inspired architecture, with applications in the world of luxury hospitality.	Lecture based on image projection, case studies, interactive debate and multimedia.	6h	-
Design heuristics in sustainable architecture inspired by nature, with applications in the world of luxury hospitality, in relation to the concepts of sustainable development. Incursion into the history, theory and criticism of the architecture-structural engineering relationship (the development of architectural styles, emblematic currents, specific influences and how they relate to modern architectural concepts in the design of sustainable constructions from the end of the 19th century until present, for understanding the typology of various design situations in order to find the optimal solutions for sustainable design, energy efficiency, etc. Dichotomy low-tech / high-tech; meanings associated.		4h	
The concepts of eco-design, energy efficiency, fair building, smart building inspired by nature, with applications in the world of luxury hospitality. How to think about the architectural object in relation to the principles of design inspired by nature and sustainable development. The relationship between building materials / structural systems - destination / function - form / expression. Vitruvian attributes in sustainable design: Stabilitas/Firmitas (strength, safety, structural engineering, associated meanings) - Utilitas		4h	

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(function, associated meanings) - Venustas (expressiveness, beauty, associated meanings). Perception of architectural objects/space: repetition, rhythm, hierarchy, contrast, symmetry, asymmetry, perspective, proportions, harmony, aesthetics, spatial effects, lighting, materials and textures, color, optical effects, golden section. Applications in the planning and design of luxury hospitality spaces.		
Exploring the concepts and theories of sustainable, durable architecture, passive/solar/bioclimatic architecture, smart architecture inspired by nature, with applications in the world of luxury hospitality, and the extent/limits of their integration in contemporary design (premises, repertoire of solutions as well from the history of traditional architecture as sources of inspiration for contemporary architecture.Exploring the dichotomies of hard-soft, high-tech - low-tech, unfair-fair in contemporary architecture in relation to the principles of sustainable development Specific technical parameters.	4h	
Fundamental elements of: i) function/ergonomy in the planning and design of spaces in the field of public catering in general and luxury hospitality in particular (accesses, lobbies, multifunctional spaces, rooms, restaurant, kitchen, circulations, sanitary spaces, annexes , flows and circulations, technical/sanitary/legal conditions/of specific equipment), ii) furniture and equipment for the ergonomics of spaces in the field of luxury hospitality and principles of furniture in relation to the destination and the characteristics of the specific spaces., iii) lighting in the planning and design of spaces in the field of luxury hospitality (nature of light, laws of propagation, classification, phenomena explained on the basis of the laws of geometric optics in relation to the types of spaces , the specific furniture, the characteristics of the context, technical versus atmospheric lighting, the lighting fixture - typology, destinations, design elements, selection criteria, natural/artificial light as a creative parameter in design, iv) color theory (relationships between light properties and color characteristics, color as a sensation, wavelength - color relationships, energy charge - brightness and spectral composition - saturation, the complexity of color and the complexity of communication in the chromatic universe, sensations and perceptions in relation to the chromatic universe, the fundamental laws of perception, color representation systems, subjective phenomena of human vision: optical illusions and optical corrections, about chromatic phenomenon: light colors/pigmentation, color characteristics, contrasts. Dichotomies: sensations-perceptions, vision-gaze. Specific applications in the planning and design of spaces inspired by nature in the field of luxury hospitality.	8h	
Sustainable architecture, inspired by nature, with applications in the universe of luxury hospitality, in the dichotomy of virtual ideal and/versus designed, accepted, approved and built reality (design theme, analysis of the actual state, mentality, limits and types of conditioning, the importance of architect-beneficiary dialogue - representatives of various specialties - authorities, the importance of written and drawn pieces, the challenges in transforming the project into a built reality.	2h	
	Total course hours=28h	

Bibliography:

1. ARNHEIM, R., *Arta şi percepţia vizuală,* Ed. Meridiane, Bucureşti, 1979;

2. CALEFATO, P., *Moda, corpo, mito. Storia, mitologia e ossessione del corpo vestito*, Ed. Castelvecchi, 1999;

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13. JANSON, H. W., JANSON, A. F., *History of Art,* Harry N. Abrams, Inc., Publishers, New York, 2001;

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20. TRACHTENBERG,M.; HYMAN,I.,*Architecture from Prehistory to Postmodernity*, H. N. Abrams Inc., NY, 2002;

21. *, *Funcţiune şi formă*, Ed. Meridiane, Bucureşti, 1989;

22. Reviste de specialitate: *Zeppelin, Arhitext Design, Igloo, Domus, Arhitectura* etc; Internet.

8.2 Seminar / **laboratory** / project	Teaching-learning methods	Number of hours	Remarks
General specifications. The professor has intellectual property rights over the materials, creations and professional and artistic contents of which he is the author, presented in courses, seminars and/or exams in the form of slides, audio-video materials and specific didactic materials (models, artistic works, exam subjects, grids, etc.), as well as the right to manage one's own image in any media, guaranteed by the specific legislation in Romania and EU. Therefore, without the prior written consent of the teacher and in light of the legislation in force, it is forbidden to photograph, film and/or audio-video record by any means, partially and/or in full: i) of the activities carried out at courses, seminars, submissions of papers, exams, etc., ii) of the contents, slides, didactic materials, etc. presented in courses, seminars, etc., as well as the contents drawn directly on the blackboard or on other supports by the teacher and/or iii) of the teacher (image and/or voice, fully or partially) at courses, seminars, thesis defenses, exams, etc. Regarding the teacher-student relationship, carried out strictly within the provisions of the regulations in force in UniTBv as well as mutual respect, good faith and common sense, the teacher: i) accepts exclusively written communication and only with students who are legal holders of a institutional e-mail addresses of UniTBv, ii) answers any questions within the limits of the powers and obligations provided for in the regulations that apply to it, iii)			

reserves the right not to answer e-mails outside of working hours / weekends / legal days off / rest or medical leave or in situations that can be interpreted as intimidation, insults, attempted fraud, lies presented as truth, manipulation, etc., iv) does not in any way mediate the relationship of students with the secretary or other entities within UniTBv and v) for the efficient use of the time dedicated to the educational process, reserves the right not to answer questions that already have their answers in the .pdf documents uploaded on the E-learning platform of UniTBv for the related discipline.			
Subject 1. Students will identify, objectify and describe a significant personal experience in relation to a relevant space in the luxury hospitality field (if they didn't have it yet, than they will imagine such an experience in a dedicated space, existing and possible of being virtually explored), anytime since graduating from university until present, from Romania or from anywhere abroad. The theme proposes a conscious, assumed exploration of the architectural space and is intended to crystallization of the students' relationship with the built universe dedicated to luxury hospitality, primarily in their role as "customers". The experience will be embodied in a personal project-essay-exercise, of ~1000 words. The project will contain: i) the reason for choosing the location (coincidental, advertising, recommendation, gastronomic specifics, architectural qualities, etc.), ii) description of the exterior of the location (volumetrics, characteristics, aesthetics, the relationship with the context, external features, colors, finishes, atmosphere, particularities , personal impression, etc.), iii) description of the interior of the location (ambience, atmosphere, colors, sounds, services, ergonomics of the space and furniture, cleanliness, quality of service and interaction with the staff, materials, finishes, textures, particularities, elements of originality from the point of view of the student, the connection of the interior design concept with the gastronomic specifics, etc.), and iv) the measure of the connection between the architectural features, the interior design concept, the name, the context and the specifics of the location. In the project, students must also include as many images as they consider necessary to support their personal opinions (photos, sketches etc).	Practical activity, corrections, interactive discussions, team work, guidance, documentation and research, image analysis and reporting on specific topics, analysis and debate of ideas and visions, brainstorming, technical explorations.	8h	
Subject 2. Students will identify, objectify and document an existing space considered at a personal level as ideal for a certain specific in the luxury hospitality field (mainly a restaurant or a dedicated gastronomic space; not a bar, cafe, terrace, etc.), built after the year 2000 , from Romania or abroad, regardless of whether they had a gastronomic experience in that space or not, but they discovered it on the Internet, books, magazines, etc.). The theme proposes to find, following the documentation, a realized gastronomic location considered by each student as ideal according to his taste and in the light of his experiences in similar spaces and his knowledge up to now, and is intended to crystallize the students' relationship with the built universe dedicated to luxury hospitality in posing as potential investors in a luxury hospitality space, in which documentation and personal experience are extremely		10h	

important. The work will contain: i) relevant images, ii) information about the location (as applicable: architect, country/region/area/locality, construction period, constructive composition, etc., iii) plans, sections, facades, volumes, sketches and iv) the impression personal and the motivation of the choice in a personal text of ~1000 words).			
Subject 3. The theme invites the students to an exercise of imagination by answering the question "how does my ideal luxury hospitality space inspired by nature would look like"? The theme continues and uses the experiences of projects 1 and 2 and will be materialized in a project containing a collage of ideas, images, personal sketches, etc., with which, hypothetically, the student poses as an investor in the ideal business in the luxury hospitality field, would present themselves to an architect to make him turn into reality a dream in relation to a concept and a specific space, making him understand what exactly they want. The project will include any type of information and choices regarding as many details as possible that, together, would make up the space with the ideal gastronomic destination from the perspective of each student and will contain images of: i) the desired context (the ideal rural / urban location, in nature or not, in the mountains / between the hills / in the plains / at the sea, in the country or abroad, etc.), ii) the preferred style of architecture, iii) the desired interior design concept (style, atmosphere, particularities, textures, materials, restaurant furniture, furniture dedicated to the kitchen, type of relationship with the kitchen, lighting fixtures, floors, carpentry, hardware, curtains, etc.) and iv) a personal essay of ~1000 words describing the concept and the desired dream.		10h	
		Total project hours=28h	

Bibliography:
1. ARNHEIM, R., *Arta şi percepţia vizuală,* Ed. Meridiane, Bucureşti, 1979;
2. CALEFATO, P., *Moda, corpo, mito. Storia, mitologia e ossessione del corpo vestito*, Ed. Castelvecchi, 1999;
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21. *, *Funcţiune şi formă*, Ed. Meridiane, Bucureşti, 1989;

22. Reviste de specialitate: *Zeppelin, Arhitext Design, Igloo, Domus, Arhitectura* etc; Internet.

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 are formulated in accordance with the specifics of the field of general architectural design, applied in the engineering and management of food and tourism in general and in the design, planning and design of spaces in the culinary field in particular. The aim is the development of creativity, of freedom of choice and architectural-artistic expression, of creative independence, of out-of-the-box thinking, of innovative spirit, in the context of complex design, artistic creation and inter-/trans-/multi-/pluridisciplinary activities. The theoretical and practical topics meet the requirements of professional associations (OAR, UCMR, etc.), as well as the expectations of representatives of epistemic communities and of representative employers in the field related to the study program.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 **Course**	Assimilation and understanding of theoretical knowledge regarding: a) general elements of the theory, history and criticism of architecture, b) methods of observing and understanding the architectural space from the perspective of Vitruvian attributes, c) the ability to "read" and interpret the architectural universe, d) awareness halos of meanings of architecture and interior fittings associated with their functional realities, and e) the design of spaces in the luxury hospitality field, explored in the courses. **The conditions for all exams in the re-examinations / medically postponed etc sessions are:** 1) the elaboration and upload of the projects corresponding to: i) the assignments not uploaded during the semester on the E-learnin platform and remained without grades, and/or ii) assignments uploaded on the E-learning platform during the semester, but without having a minimum grade of 5 (five), and/or iii) assignments uploaded on the E-learning during the semester, but with an unsatisfactory grade and submitting (ONLY as .pdf document, not links!) it according to the to the institutional e-mail address: t.mihailescu@unitbv.ro in the interval between the first day of the session and 24 hours before the date/time scheduled for the desired exam; 2) appearing to the exam under the conditions mentioned at point 1.	Oral Presenting the projects developed according to the requirements of the themes in the seminars). The exam consists of the public presentation of the last project uploaded on the E-learning platform in week 14 of the semester, at the dedicated resource. For all submissions, including for the exam, the projects will be downloaded by the professor from the e-learning platform and projected at the faculty, so it is not necessary to print them, out of respect for the environment.	100% Arithmetic average of the grades of the projects developed according to the requirements of the assignments and publicly presented.

| 0.5 Seminar / **laboratory** / project | The projects aim to acquire the theoretical and practical skills of: a) intuitive representation and expression of ideas and concepts used in architecture and design in relation to a specific theme, b) crystallization of a "common place" in the dialogue with specialists in the field of architecture, c) observation, awareness and interpretation of space in the architecture – design - structure relation in order to consciously and creatively relate to space for dedicated design solutions in the design of spaces in the luxury hospitality field. The projects have to be realized according to the specific norms of writing and academic integrity, ONLY as a .pdf document (A4, portrait orientation, normal margins, Times New Roman 12 font, single line) and have to be uploaded exclusively on the E-learning platform of UniTBv, at the dedicated resources. The projects uploaded for each subject are publicly presented in the seminars that follow each of the deadline. Students who have uploaded the projects but do not present themselves for the presentation at the dedicated seminars will be penalized with 3 (three) points from the grade obtained for the project in absolute value (ex: if the project is evaluated in absolute value with a grade of 8, the grade in the catalog on the platform will be 8-3=5). Only students who have previously uploaded the projects on the E-learning platform can present the projects in the dedicated seminars. For all submissions, including for the exam, the projects will be downloaded by the teacher from the E-learning platform and projected at the faculty, so it is not necessary to print them, out of respect for the environment. The projects that were not uploaded at the specified deadlines, according to the rules, can NOT be recovered except during the re-exam sessions. Each project will be evaluated and graded separately from 0 to 10. A project not uploaded receives a grade of 0. The final grade is based on the arithmetic mean of the grades of each of the four projects, increased or decreased depending on the quality of the presentations and of the interview on the day of the exam, based on the experience accumulated through the lens of the course. | Evaluation of the projects developed according to the requirements of the themes in the seminars. | |

10.6 Minimal performance standard
General, fundamental knowledge of the theory and practice of architecture, architectural models and currents, styles and directions in design, as fundamental elements of visual and architectural culture, circulated in the course and applications in the sphere of architecture inspired by nature, with applications in the world of hospitality luxury. The acquisition of a specialized language and the crystallization of a visual culture in order to acquire a minimum of

autonomy in the context of the architectural phenomenon and the correct identification/use of some criteria and methods of analysis in accordance with the safety/functional/aesthetic/cultural requirements involved in relations with the built universe. General knowledge of ergonomics, function, lighting, furniture, color theory and their applications in the sphere of architecture inspired by nature, with applications in the world of luxury hospitality.

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05/09/2025 and approved in the Faculty Board meeting on 08/09/2025

(Dean: Academic degree, first name, LAST NAME and signature), **Prof. dr. ing. Vasile PĂDUREANU** Dean	(Head of Department: Academic degree, first name, LAST NAME and signature), **Conf.dr.ing. Cristina Maria CANJA** Head of Department
(Course holder: Academic degree, first name, LAST NAME and signature), **Prof. dr. arh. Teofil MIHĂILESCU** Course holder	(Holder of seminar/ laboratory/ project: Academic degree, first name, LAST NAME and signature), **Prof. dr. arh. Teofil MIHĂILESCU** Holder of seminar / **laboratory** / project

Note:

126) 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);

127) Study level – choose from among: Bachelor / Master / Doctorat;

128) 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);

129) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

130) One credit is the equivalent of 25 study hours (teaching activities and individual study).

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 de master[1)	ENGINEERING AND MANAGEMENT
1.5 Study level[2)	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 INTERIORS AND SUSTAINABLE MATERIALS (ELISM)						
2.2 Course convenor	**Prof. dr. arh. Teofil MIHĂILESCU**						
2.3 Seminar/ **laboratory**/ project convenor	**Prof. dr. arh. Teofil MIHĂILESCU**						
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E3	2.7 Course status	Content[3)	CC
							Attendance type[4)	EC

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	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar / **laboratory** /project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	25
Additional documentation in libraries, specialized electronic platforms, and field research	25
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	28
Tutorial	-
Examinations	2
Other activities Explorarea practică de soluții principiale de design/arhitectură de interior pentru unități de alimentație publică (restaurante, cafenele, baruri, cofetării, braserii etc) şi unități hoteliere.	14

3.7 Total number of hours of student activity	94
3.8 Total number per semester	150
3.9 Number of credits[5)	5

4. Prerequisites (if applicable)

4.1 curriculum-related	Familiarization with the architectural-urban phenomenon, interest in the history, theory and practice of architecture, as well as in visual arts, photography.
4.2 competences-related	The use in professional communication of the knowledge acquired in the graduated specialty in order to crystallize the connections with the field of architecture.

5. Conditions (if applicable)

5.1 for course development	Room with appropriate furniture, whiteboard and watermarker, possibly blackboard and chalk, video projector and internet access.
5.2 for seminar / **laboratory** / project development	Room with appropriate furniture, whiteboard and watermarker, possibly blackboard and chalk, video projector and internet access.

6. Specific competences

<table>
<tr><td rowspan="1" style="writing-mode: vertical;">Professional competences and learning outcomes</td><td>

Cp.1 Manages and plans various resources, such as human resources, budget, deadlines, results and quality required for a specific project and monitors progress within the project to achieve a specific objective within a specific time frame and with a pre-established budget. Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.1.5 Know the principles of precision engineering, biophilic design, circular economy and green technologies used in luxury projects;

R.Î.1.6 Explain innovative design concepts for restaurants, including the integration of culinary storytelling, brand identity and experiential principles (plating, scenography, lighting, ergonomics and flows);

Skills

R.Î.1.12 Plan, manage and monitor renovation or expansion projects for hospitality establishments, ensuring a balance between budget, deadlines and luxury aesthetics;

Responsibilities and autonomy

R.Î.1.20 Take responsibility for developing innovative and sustainable solutions that impact the performance and image of luxury businesses.

Cp.4 Develops processes and techniques for food production or preservation. Engages in the design, development, construction and operation of industrial processes and techniques for food production. Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.4.5 Know the principles of designing and optimizing workflows in kitchens and serving areas for luxury restaurants;

R.Î.4.6 Understand design concepts applicable to serving areas (restaurants, cafes, bars) that integrate cultural themes and eco-luxury elements;

R.Î.4.7 Know modern flexible layout solutions for dining and event spaces, adapted in real time to customer preferences.

Skills

R.Î.4.12 Optimize workflows in kitchens and service areas in luxury restaurants to reduce waste and improve the customer experience;

R.Î.4.13 Design luxury spaces such as restaurants, cafes and bars, integrating cultural themes and customer-oriented technologies;

R.Î.4.14 Create and adapt flexible designs for dining and exclusive events.

Responsibilities and autonomy

R.Î.4.17 Plan and supervise flexible arrangements and workflows tailored to customer preferences;

R.Î.4.18 Take responsibility for creating innovative gastronomic concepts and dining spaces that combine quality, sustainability and exclusivity.

Cp.5 Conducts inspections and tests of services, processes, or products to assess quality. Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.5.7 Know the sustainability criteria and principles of biophilic design applicable to the evaluation of resort infrastructures and projects.

Skills

R.Î.5.14 Evaluate resort infrastructures and projects, verifying the integration of sustainability and biophilia principles.

Responsibilities and autonomy

R.Î.5.18 Assume responsibility for the final validation of the quality of products, services and infrastructure, in accordance with the expectations of luxury customers.

Cp.7 Protects the interests and needs of a client by taking the necessary measures and studying all possibilities to ensure that the client obtains the desired result. Upon completion of the master's program, graduates will be able to:

Knowledge

R.Î.7.4 Explain design options, operational models and service improvement strategies tailored to the luxury sector;

Skills

R.Î.7.9 Conduct research and comparative analyses of design options, operational models and services to propose the most advantageous solutions;

Responsibilities and autonomy

R.Î.7.12 Organize and coordinate the processes of integrating customer preferences into the final solutions;

</td></tr>
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7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Basic knowledge of structural, functional, aesthetic design in architecture, in order to get familiar with the architectural phenomenon and design issues. Developing the skills to observe/analyze/interpret architectural spaces for understanding and using the expressive potential of the architectural form from the point of view of primary (structural, sensory-spatial), functional (utilitarian) and cultural-symbolic (aesthetic) meanings. Challenging interactivity by designing various teaching-learning situations using active-participative strategies aiming at familiarization with the context of design. Developing the capacity for a systemic approach to the discipline by highlighting the links between fields (architecture, design, ergonomics, aesthetics, color theory, arts and engineering and management in food and tourism) and exploring the main directions, concepts, theories of the field of architecture, insisting on situations/pretexts that argue the idea of active learning. The development of communication skills, dialogue, teamwork, exploration and inter-, trans-, multi- and pluridisciplinary communication and the use of professional criteria/evaluation methods in the interpretation of the architectural space, in order to crystallize some solutions for its adaptation to different types of planning and design needs of spaces in the luxury hospitality field. Set of general knowledge in order to crystallize an ability to analyze an architectural context and the ability to formulate specific realistic conclusions and options regarding the human habitat, in order to fulfill its cultural, functional, aesthetic, comfort and safety requirements in correlation with the parameters of reference in the field. The development of visual and professional culture and the skills to analyze, interpret and create artistic entities in relation to the universe of spaces in luxury hospitality, in order to identify the qualities and characteristics that give them potential and bring them added value from an architectural point of view, ergonomic, aesthetic, artistic.
7.2 Specific objectives	The ability to observe, understand and interpret in a creative-innovative way the architectural space in the reality-image-imaginary matrix. The ability to express/understand concepts/projects in the field of architecture and design, in order to report on them. The realistic and responsible approach to concrete situations of observation, analysis and conception in practice in order to effectively solve the problems specific to planning and design. The crystallization of cognitive, applied-professional and affective-value skills as a reference matrix for approaching practical situations in the field of architecture, as well as the development/cultivation of a specific interest in the field of design and architecture. The crystallization of a minimal visual culture and a specialized language. The development of communication and teamwork skills in a professional context, to understand specific topics and to respond to them in a creative-innovative way, to create the premises for an optimal dialogue between specialists in specialized practice. Challenging interactivity by designing various situations of teaching/learning/application in practice, using active-participative strategies aiming at familiarization with the issues of planning and design in relation to the specific field of the relevant industry. The crystallization of a creative spirit in solving specialized problems regarding color, texture, shape, surface, volume, in relation to the planning and design of spaces in the luxury hospitality field in an inter-/pluri-/trans-/multi-disciplinary context. Effective use of information sources and communication resources and assisted professional training (portals, internet, specialized software applications, databases, online courses, etc.).

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
General specifications. The professor has intellectual property rights over the materials, creations and professional and artistic contents of which he is the author, presented in courses, seminars and/or exams in the form of slides, audio-video materials and specific didactic materials (models, artistic works, exam subjects, grids, etc.), as well as the right to manage one's own image in any media, guaranteed by the specific legislation in Romania and EU. Therefore, without the prior written consent of the teacher and in light of the			

F03.2-PS7.2-01/ed.3, rev.5

legislation in force, it is forbidden to photograph, film and/or audio-video record by any means, partially and/or in full: i) of the activities carried out at courses, seminars, submissions of papers, exams, etc., ii) of the contents, slides, didactic materials, etc. presented in courses, seminars, etc., as well as the contents drawn directly on the blackboard or on other supports by the teacher and/or iii) of the teacher (image and/or voice, fully or partially) at courses, seminars, thesis defenses, exams, etc. Regarding the teacher-student relationship, carried out strictly within the provisions of the regulations in force in UniTBv as well as mutual respect, good faith and common sense, the teacher: i) accepts exclusively written communication and only with students who are legal holders of a institutional e-mail addresses of UniTBv, ii) answers any questions within the limits of the powers and obligations provided for in the regulations that apply to it, iii) reserves the right not to answer e-mails outside of working hours / weekends / legal days off / rest or medical leave or in situations that can be interpreted as intimidation, insults, attempted fraud, lies presented as truth, manipulation, etc., iv) does not in any way mediate the relationship of students with the secretary or other entities within UniTBv and v) for the efficient use of the time dedicated to the educational process, reserves the right not to answer questions that already have their answers in the .pdf documents uploaded on the E-learning platform of UniTBv for the related discipline.			
Introduction to architecture – concepts, terminology, issues, definition of terms, mission. Architecture (from idea, theme and project to built reality) in relation to the requirements of sustainable development (technical/structural, functional, aesthetic, site, legislative etc.) About the initiation-search-becoming/pragma triad and the structure-style- symbol in architecture and design: about the proximate gender and the specific difference. Introduction to architectural design heuristics (reality, image, imaginary) in relation to the concepts of sustainable and nature-inspired architecture, with the eco-luxury interior design using sustainable materials, with applications in the world of luxury hospitality.	Lecture based on image projection, case studies, interactive debate and multimedia.	6h	-
Design heuristics in sustainable architecture inspired by nature, with applications in the world of luxury hospitality, in relation to the concepts of sustainable development. Incursion into the history, theory and criticism of the architecture-structural engineering relationship (the development of architectural styles, emblematic currents, specific influences and how they relate to modern architectural concepts in the design of sustainable constructions from the end of the 19th century until present, for understanding the typology of various design situations in order to find the optimal solutions for sustainable design, energy efficiency, etc. Dichotomy low-tech / high-tech; meanings associated with the eco-luxury interior design using sustainable materials.		4h	
The concepts of eco-design, energy efficiency, fair building, smart building inspired by nature, with applications in the world of luxury hospitality and in the eco-luxury interior design using sustainable materials. How to think about the architectural object in relation to the principles of design inspired by nature and sustainable development. The relationship between building materials / structural systems - destination / function - form / expression. Vitruvian		4h	

attributes in sustainable design: Stabilitas/Firmitas (strength, safety, structural engineering, associated meanings) - Utilitas (function, associated meanings) - Venustas (expressiveness, beauty, associated meanings). Perception of architectural objects/space: repetition, rhythm, hierarchy, contrast, symmetry, asymmetry, perspective, proportions, harmony, aesthetics, spatial effects, lighting, materials and textures, color, optical effects, golden section. Applications in the planning and design of luxury hospitality spaces.			
Exploring the concepts and theories of sustainable, durable architecture, passive/solar/bioclimatic architecture, smart architecture inspired by nature, with applications in the world of luxury hospitality and in the eco-luxury interior design using sustainable materials, and the extent/limits of their integration in contemporary design (premises, repertoire of solutions as well from the history of traditional architecture as sources of inspiration for contemporary architecture.Exploring the dichotomies of hard-soft, high-tech - low-tech, unfair-fair in contemporary architecture in relation to the principles of sustainable development Specific technical parameters.		4h	
Fundamental elements in the eco-luxury interior design using sustainable materials: i) function/ergonomy in the planning and design of spaces in the field of public catering in general and luxury hospitality in particular (accesses, lobbies, multifunctional spaces, rooms, restaurant, kitchen, circulations, sanitary spaces, annexes , flows and circulations, technical/sanitary/legal conditions/of specific equipment), ii) furniture and equipment for the ergonomics of spaces in the field of luxury hospitality and principles of furniture in relation to the destination and the characteristics of the specific spaces, iii) lighting in the planning and design of spaces in the field of luxury hospitality (nature of light, laws of propagation, classification, phenomena explained on the basis of the laws of geometric optics in relation to the types of spaces , the specific furniture, the characteristics of the context, technical versus atmospheric lighting, the lighting fixture - typology, destinations, design elements, selection criteria, natural/artificial light as a creative parameter in design, iv) color theory (relationships between light properties and color characteristics, color as a sensation, wavelength - color relationships, energy charge - brightness and spectral composition - saturation, the complexity of color and the complexity of communication in the chromatic universe, sensations and perceptions in relation to the chromatic universe, the fundamental laws of perception, color representation systems, subjective phenomena of human vision: optical illusions and optical corrections, about chromatic phenomenon: light colors/pigmentation, color characteristics, contrasts.Dichotomies: sensations-perceptions, vision-gaze.Specific applications in the planning and design of spaces inspired by nature in the field of luxury hospitality and in the eco-luxury interior design using sustainable materials.		8h	
Sustainable architecture, inspired by nature, with applications in the universe of luxury hospitality and in the eco-luxury interior design using sustainable materials, in the dichotomy of virtual ideal and/versus designed, accepted, approved and built reality (design theme, analysis of the actual state, mentality, limits and types of conditioning, the importance of architect-		2h	

beneficiary dialogue - representatives of various specialties - authorities, the importance of written and drawn pieces, the challenges in transforming the project into a built reality.			
			Total course hours=28h

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1. ARNHEIM, R., *Arta şi percepţia vizuală,* Ed. Meridiane, Bucureşti, 1979;

2. CALEFATO, P., *Moda, corpo, mito. Storia, mitologia e ossessione del corpo vestito*, Ed. Castelvecchi, 1999;

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21. *, *Funcţiune şi formă*, Ed. Meridiane, Bucureşti, 1989;

22. Reviste de specialitate: *Zeppelin, Arhitext Design, Igloo, Domus, Arhitectura* etc; Internet.

8.2 Seminar / **laboratory** / project	Teaching-learning methods	Number of hours	Remarks
General specifications. The professor has intellectual property rights over the materials, creations and professional and artistic contents of which he is the author, presented in courses, seminars and/or exams in the form of slides, audio-video materials and specific didactic materials (models, artistic works, exam subjects, grids, etc.), as well as the right to manage one's own image in any media, guaranteed by the specific legislation in Romania and EU. Therefore, without the prior written consent of the teacher and in light of the legislation in force, it is forbidden to photograph, film and/or audio-video record by any means, partially and/or in full: i) of the activities carried out at courses, seminars, submissions of papers, exams, etc., ii) of the contents, slides, didactic materials, etc. presented in courses, seminars, etc., as well as the contents drawn directly on the blackboard or on other supports by the teacher and/or iii) of the teacher (image and/or voice, fully or partially) at courses, seminars, thesis defenses, exams, etc. Regarding the teacher-student relationship, carried out strictly within the provisions of the regulations in force in UniTBv as well as mutual respect, good faith and			

common sense, the teacher: i) accepts exclusively written communication and only with students who are legal holders of a institutional e-mail addresses of UniTBv, ii) answers any questions within the limits of the powers and obligations provided for in the regulations that apply to it, iii) reserves the right not to answer e-mails outside of working hours / weekends / legal days off / rest or medical leave or in situations that can be interpreted as intimidation, insults, attempted fraud, lies presented as truth, manipulation, etc., iv) does not in any way mediate the relationship of students with the secretary or other entities within UniTBv and v) for the efficient use of the time dedicated to the educational process, reserves the right not to answer questions that already have their answers in the .pdf documents uploaded on the E-learning platform of UniTBv for the related discipline.			
Subject 1. Students will identify, objectify and describe a significant personal experience in relation to a relevant space in the luxury hospitality field with the eco-luxury interior design using sustainable materials (if they didn't have it yet, than they will imagine such an experience in a dedicated space, existing and possible of being virtually explored), anytime since graduating from university until present, from Romania or from anywhere abroad. The theme proposes a conscious, assumed exploration of the architectural space and is intended to crystallization of the students' relationship with the built universe dedicated to luxury hospitality with the eco-luxury interior design using sustainable materials, primarily in their role as "customers". The experience will be embodied in a personal project-essay-exercise, of ~1000 words. The project will contain: i) the reason for choosing the location (coincidental, advertising, recommendation, gastronomic specifics, architectural qualities, etc.), ii) description of the exterior of the location (volumetrics, characteristics, aesthetics, the relationship with the context, external features, colors, finishes, atmosphere, particularities , personal impression, etc.), iii) description of the interior of the location (ambience, atmosphere, colors, sounds, services, ergonomics of the space and furniture, cleanliness, quality of service and interaction with the staff, materials, finishes, textures, particularities, elements of originality from the point of view of the student, the connection of the interior design concept with the gastronomic specifics, etc.), and iv) the measure of the connection between the architectural features, the interior design concept, the name, the context and the specifics of the location. In the project, students must also include as many images as they consider necessary to support their personal opinions (photos, sketches etc).	Practical activity, corrections, interactive discussions, team work, guidance, documentation and research, image analysis and reporting on specific topics, analysis and debate of ideas and visions, brainstorming, technical explorations.	8h	
Subject 2. Students will identify, objectify and document an existing space considered at a personal level as ideal for a certain specific in the luxury hospitality field with the eco-luxury interior design using sustainable materials (mainly a restaurant or a dedicated gastronomic space; not a bar, cafe, terrace, etc.), built after the year 2000 , from Romania or abroad, regardless of whether they had a gastronomic experience in that space or not, but they discovered it on the Internet,		10h	

books, magazines, etc.). The theme proposes to find, following the documentation, a realized gastronomic location considered by each student as ideal according to his taste and in the light of his experiences in similar spaces and his knowledge up to now, and is intended to crystallize the students' relationship with the built universe dedicated to luxury hospitality in posing as potential investors in a luxury hospitality space, in which documentation and personal experience are extremely important. The work will contain: i) relevant images, ii) information about the location (as applicable: architect, country/region/area/locality, construction period, constructive composition, etc., iii) plans, sections, facades, volumes, sketches and iv) the impression personal and the motivation of the choice in a personal text of ~1000 words).			
Subject 3. The theme invites the students to an exercise of imagination by answering the question "how does my ideal luxury hospitality space inspired by nature, with the eco-luxury interior design using sustainable materials, would look like"? The theme continues and uses the experiences of projects 1 and 2 and will be materialized in a project containing a collage of ideas, images, personal sketches, etc., with which, hypothetically, the student poses as an investor in the ideal business in the luxury hospitality field, would present themselves to an architect to make him turn into reality a dream in relation to a concept and a specific space, making him understand what exactly they want. The project will include any type of information and choices regarding as many details as possible that, together, would make up the space with the ideal gastronomic destination from the perspective of each student and will contain images of: i) the desired context (the ideal rural / urban location, in nature or not, in the mountains / between the hills / in the plains / at the sea, in the country or abroad, etc.), ii) the preferred style of architecture, iii) the desired interior design concept (style, atmosphere, particularities, textures, materials, restaurant furniture, furniture dedicated to the kitchen, type of relationship with the kitchen, lighting fixtures, floors, carpentry, hardware, curtains, etc.) and iv) a personal essay of ~1000 words describing the concept and the desired dream.		10h	
		Total project hours=28h	

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1. ARNHEIM, R., *Arta şi percepţia vizuală,* Ed. Meridiane, Bucureşti, 1979;
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21. *, *Funcţiune şi formă*, Ed. Meridiane, Bucureşti, 1989;

22. Reviste de specialitate: *Zeppelin, Arhitext Design, Igloo, Domus, Arhitectura* etc; Internet.

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 are formulated in accordance with the specifics of the field of general architectural design, applied in the engineering and management of food and tourism in general and in the design, planning and design of spaces in the culinary field in particular. The aim is the development of creativity, of freedom of choice and architectural-artistic expression, of creative independence, of out-of-the-box thinking, of innovative spirit, in the context of complex design, artistic creation and inter-/trans-/multi-/pluridisciplinary activities. The theoretical and practical topics meet the requirements of professional associations (OAR, UCMR, etc.), as well as the expectations of representatives of epistemic communities and of representative employers in the field related to the study program.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade

10.4 **Course**	Assimilation and understanding of theoretical knowledge regarding: a) general elements of the theory, history and criticism of architecture, b) methods of observing and understanding the architectural space from the perspective of Vitruvian attributes, c) the ability to "read" and interpret the architectural universe, d) awareness halos of meanings of architecture and interior fittings associated with their functional realities, and e) the design of spaces in the luxury hospitality field, explored in the courses. **The conditions for all exams in the re-examinations / medically postponed etc sessions are:** 1) the elaboration and upload of the projects corresponding to: i) the assignments not uploaded during the semester on the E-learnin platform and remained without grades, and/or ii) assignments uploaded on the E-learning platform during the semester, but without having a minimum grade of 5 (five), and/or iii) assignments uploaded on the E-learning during the semester, but with an unsatisfactory grade and submitting (ONLY as .pdf document, not links!) it according to the to the institutional e-mail address: t.mihailescu@unitbv.ro in the interval between the first day of the session and 24 hours before the date/time scheduled for the desired exam; 2) appearing to the exam under the conditions mentioned at point 1.	Oral Presenting the projects developed according to the requirements of the themes in the seminars). The exam consists of the public presentation of the last project uploaded on the E-learning platform in week 14 of the semester, at the dedicated resource. For all submissions, including for the exam, the projects will be downloaded by the professor from the e-learning platform and projected at the faculty, so it is not necessary to print them, out of respect for the environment.	100% Arithmetic average of the grades of the projects developed according to the requirements of the assignments and publicly presented.

| 0.5 Seminar / **laboratory** / project | The projects aim to acquire the theoretical and practical skills of: a) intuitive representation and expression of ideas and concepts used in architecture and design in relation to a specific theme, b) crystallization of a "common place" in the dialogue with specialists in the field of architecture, c) observation, awareness and interpretation of space in the architecture – design - structure relation in order to consciously and creatively relate to space for dedicated design solutions in the design of spaces in the luxury hospitality field. The projects have to be realized according to the specific norms of writing and academic integrity, ONLY as a .pdf document (A4, portrait orientation, normal margins, Times New Roman 12 font, single line) and have to be uploaded exclusively on the E-learning platform of UniTBv, at the dedicated resources. The projects uploaded for each subject are publicly presented in the seminars that follow each of the deadline. Students who have uploaded the projects but do not present themselves for the presentation at the dedicated seminars will be penalized with 3 (three) points from the grade obtained for the project in absolute value (ex: if the project is evaluated in absolute value with a grade of 8, the grade in the catalog on the platform will be 8-3=5). Only students who have previously uploaded the projects on the E-learning platform can present the projects in the dedicated seminars. For all submissions, including for the exam, the projects will be downloaded by the teacher from the E-learning platform and projected at the faculty, so it is not necessary to print them, out of respect for the environment. The projects that were not uploaded at the speciffied deadlines, according to the rules, can NOT be recovered except during the re-exam sessions. Each project will be evaluated and graded separately from 0 to 10. A project not uploaded receives a grade of 0. The final grade is based on the arithmetic mean of the grades of each of the four projects, increased or decreased depending on the quality of the presentations and of the interview on the day of the exam, based on the experience accumulated through the lens of the course. | Evaluation of the projects developed according to the requirements of the themes in the seminars. | |

10.6 Minimal performance standard

General, fundamental knowledge of the theory and practice of architecture, architectural models and currents, styles and directions in design, as fundamental elements of visual and architectural culture, circulated in the course and applications in the sphere of architecture inspired by nature, with applications in the world of hospitality luxury. The acquisition of a specialized language and the crystallization of a visual culture in order to acquire a minimum of

autonomy in the context of the architectural phenomenon and the correct identification/use of some criteria and methods of analysis in accordance with the safety / functional / aesthetic / cultural requirements involved in relations with the built universe. General knowledge of ergonomics, function, lighting, furniture, color theory and their applications in the sphere of architecture inspired by nature, with applications in the world of luxury hospitality.

Evaluation grid by performance levels

Performance level	General description	Characteristics
Excellent (10–9)	Fully masters the concepts; analyses are innovative and precise	Perfect terminology, logical structure, autonomy, critical thinking
Very good (8)	Demonstrates solid understanding and correct application	Minor errors, but conceptual and practical coherence
Good (7)	Understands basic concepts, but application is partial	Terminology sometimes inaccurate, incomplete explanations
Satisfactory (6)	Mechanical application of notions, without real reflection	Partially correct answers, logical gaps
Insufficient (<5)	Does not demonstrate understanding of fundamental concepts	Theoretical confusion, incorrect applications, lack of argumentation

This course outline was certified in the Department Board meeting on 05/09/2025 and approved in the Faculty Board meeting on 08/09/2025.

(Dean: Academic degree, first name, LAST NAME and signature), **Prof. dr. ing. Vasile PĂDUREANU** Dean	(Head of Department: Academic degree, first name, LAST NAME and signature), **Conf.dr.ing. Cristina Maria CANJA** Head of Department
(Course holder: Academic degree, first name, LAST NAME and signature), **Prof. dr. arh. Teofil MIHĂILESCU** Course holder	(Holder of seminar/ laboratory/ project: Academic degree, first name, LAST NAME and signature), **Prof. dr. arh. Teofil MIHĂILESCU** Holder of seminar / **laboratory** / project

Note:

131) 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);

132) Study level – choose from among: Bachelor / Master / Doctorat;

133) 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);

134) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

135) One credit is the equivalent of 25 study hours (teaching activities and individual study).