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			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]	PC
							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	32
Additional documentation in libraries, specialized electronic platforms, and field research	9
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	21
Tutorial	4
Examinations	3
Other activities....................................	-

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	• 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 rowspan="9">Professional competences</td><td>Cp1. Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.</td></tr>
<tr><td>L.O.1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations.</td></tr>
<tr><td>L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones.</td></tr>
<tr><td>L.O.1.3 Graduates will have the skills to plan, monitor, and optimize project budgets for high-end hospitality
ventures, employing advanced financial strategies tailored to premium market demands.</td></tr>
<tr><td>Cp2. Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.</td></tr>
<tr><td>L.O.2.1Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.</td></tr>
<tr><td>L.O. 2.2 Graduates will demonstrate the ability to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such as food preparation, artisan bakery production, and premium beverage manufacturing.</td></tr>
<tr><td>L.O.2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.</td></tr>
</table>

<table>
<tr><td rowspan="3">Transversal competences</td><td>Ct3. Manage material and financial resources</td></tr>
<tr><td>L.O.3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards</td></tr>
<tr><td>L.O.3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.</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	• Development of financial analysis capacity 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. The concept of performance in luxury businesses; business performance structure, entrepreneurial performance expectations, specific performance indicators	Interactive Slides on video-projector / E-Learning Platform	4	
2. Strategic management of luxury businesses market; management of relations with customers,	Interactive Slides on video-	6	

	projector / E-Learning Platform		
3. Management of technical resources; structure, indicators, efficiency	Interactive Slides on video-projector / E-Learning Platform	6	
4. Management of human resources; structure, skills, efficiency	Interactive Slides on video-projector / E-Learning Platform	4	
5. Financial management of businesses luxury; management of operating assets, operating liabilities, financial risks	Interactive Slides on video-projector / E-Learning Platform	8	

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1. Atamer T., Calori R., Diagnostic et decision strategiques, Ed. Dunod Paris, 2003
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. 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
4. 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. Brătucu G., Marketing strategic, Curs Universitatea Transilvania Braşov, 2006
7. Bruhn M., Orientarea spre clien i, Editura Economică, 2001
8. Burduş E., Managementul schimbării organiza ionale, Editura Economică Bucureşti, 2002
9. Landsberg M., Leadership, Editura Curtea Veche Bucureşti, 2005
10. Lê Ph., Rivet Ph., Piloter et réussir l'innovation en enterprise, Editura Maxima Paris, 2007

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., Mărăscu Klein V,Analiza diagnostic a întreprinderilor mici şi mijlocii, Ed. Univerită ii Trasilvania, 2011

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

This is not the case

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

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

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

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		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]	DA
							Attendance type[4]	DI

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	14
Additional documentation in libraries, specialized electronic platforms, and field research	14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	14
Tutorial	
Examinations	
Other activities...................................	2

3.7 Total number of hours of student activity	44
3.8 Total number per semester	100
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

Professional competences

Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.

L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations.

L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones.

L.O. 1.11 Graduates will gain the ability to curate and manage guest experiences that reflect the cultural identity and traditions of the local region, such as thematic events, festivals, or art showcases.

L.O. 1.12 Graduates will demonstrate the ability to integrate local heritage, storytelling, and crafts into personalized experiences, ensuring meaningful connections between guests and their destinations.

Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.

L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.

L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.

L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes.

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

L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis.

L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms.

L.O. 5.6 Graduates will demonstrate expertise in analyzing and validating the execution of personalized activities, such as curated excursions or immersive cultural events, to ensure an exceptional and memorable guest experience.

L.O. 5.7 Graduates will be able to assess resort infrastructures and designs, focusing on sustainability features, biophilic integration, and their impact on guest well-being and satisfaction.

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.

L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.

L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.

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 objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.

L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.

Transversal competences	Ct.1 Organize the team. L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. L.O. 1.3 Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence. Ct.3 Manage material and financial resources L.O. 5.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations. Ct.4 Manage quality related aspects L.O. 6.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes. L.O. 6.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties. L.O. 6.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality. Ct.5 Ensure customer orientation. L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele. L.O. 5.2 Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty

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	Exposure	2	video projector
Luxury resorts	Exposure	2	video projector
New trends in hospitality	Exposure, interactive course	4	video projector
New trends in HR in hospitality	Exposure, interactive course	2	video projector

F03.1-PS7.2-01/ed.3, rev.6

New trends in hotel booking	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	Exposure	2	video projector
Smart Tourism Destination	Exposure, interactive course	4	video projector
Sustainable practices in hospitality	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 certificatelor 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 certificatelor 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	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	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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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 certificatelor de clasificare, a licențelor și 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 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 is appropriate to the expectations and requirements of representative employers in the field of tourism.

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

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

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			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]	PC
							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	16
Additional documentation in libraries, specialized electronic platforms, and field research	24
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	24
Tutorial	1
Examinations	4
Other activities......................................	

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	• 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 • Video Projector • Whiteboard
5.2 for seminar/ laboratory/ project development	• Room with an Appropriate Number of Seats • PCs • Video Projector • Whiteboard

6. Specific competences and learning outcomes

Professional competences	**Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.** L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones. L.O. 1.5 Graduates will demonstrate the ability to apply precision engineering principles to create sustainable luxury spaces, incorporating biophilic design, circular economy practices, and eco-friendly technologies for premium guest experiences. L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics. **Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.** L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations. L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes. **Cp.3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.** L.O. 3.3 Graduates will acquire the skills to design and optimize flexible luxury environments, such as modular hotel rooms or event spaces, that can be reconfigured to meet the specific needs and expectations of individual guests. L.O. 3.4 Graduates will demonstrate the ability to leverage guest data and preferences to design and implement tailored services, such as curated menus, bespoke accommodations, and exclusive activities in high-end hospitality settings. **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.** L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design. L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction. L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.

	Ct.1 Organize the team.
Transversal competences	**Ct.1 Organize the team.** L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. **Ct2 Assume a leadership role.** L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence. L.O. 2.5 Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector. **Ct.3 Manage material and financial resources.** L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value. L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations. **Ct.5 Ensure customer orientation.** L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience. L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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

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.	Presentation	2	

Definition of luxury hospitality and key elements. The role of infrastructure in the premium customer experience. Global trends in luxury hospitality.	Interactive course		
2. Locations - exclusive locations - beaches, mountains, urban centers 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	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	2	
7. Premium facilities and services. Design of fitness and wellness centers for exclusive clients.	Presentation Interactive course	2	
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	2	
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	6	
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.	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.	Project-based learning, Case study analysis, Workshops focused on the use of design software, Study visits and field	2	

	learning, Problem-solving learning, Iterative project evaluation.		
Sustainable design of luxury HORECA units. Smart water and sewage 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	
HVAC system design: Ensuring thermal comfort through optimized ventilation and air conditioning systems for various spaces.	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	
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.	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	Project-based learning, Case study analysis, Workshops focused on the use of design	4	

customer preference management.	software, Study visits and field learning, Problem-solving learning, Iterative project evaluation.		
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 safe escape routes.	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	
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)

- Epistemic communities provide insights into new research and discoveries relevant to the field of HORECA infrastructures. For example, the use of sustainable materials or the application of IoT (Internet of Things) in the design of luxury establishments.
- Integration of interdisciplinary knowledge: This type of course should include concepts from civil engineering, architecture, food technology, energy management and environmental protection.
- Professional associations (such as those in the hospitality, architecture or engineering fields) can validate whether the skills taught in the course are those required in the market.
- The course structure can be aligned with the requirements of internationally recognized standards (for example, LEED for green infrastructures or other certifications specific to luxury HORECA).
- Employers value knowledge that is immediately applicable in practice. Course content can include case studies, real project simulations and practice in collaboration with HORECA establishments.

- Employers in the luxury HORECA field usually demand customized solutions and advanced technologies. Therefore, the course should address personalized design, sustainability, and the integration of modern technologies.
- Organizing meetings between academics, industry experts, and employer representatives to review the course content.
- Surveys and studies: Obtaining data on labour market requirements and expectations.
- Continuously adapting the curriculum
- Incorporating soft skills (project management, communication, creativity) and hard skills (CAD design, energy efficiency solutions).
- Periodically refreshing of the materials to include the latest developments in design, legislation, or innovative technologies.

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;		30 %
10.5 Seminar/ laboratory/ project	Proiectarea sustenabilă a infrastructurilor unităților HORECA de lux	Project 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.

This course outline was certified in the Department Board meeting on 12./09./2024 and approved in the Faculty Board meeting on 12./09./2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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			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)	PC
							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 laboratory	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 laboratory	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	20
Tutorial	5
Examinations	4
Other activities…………………………………	

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	• 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, Macromedia Dreamweaver, FIDELIO, Medallion

6. Specific competences and learning outcomes

<table>
<tr><td rowspan="2">Professional competences</td><td colspan="2">

Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.

L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. L.O.2.1 Absolvenții vor fi capabili să identifice și să aloce eficient resursele umane, financiare și materiale pentru a executa proiecte complexe în ospitalitatea de lux, asigurând alinierea la standardele de calitate premium și la așteptările clienților.

L.O. 1.5 Graduates will demonstrate the ability to apply precision engineering principles to create sustainable luxury spaces, incorporating biophilic design, circular economy practices, and eco-friendly technologies for premium guest experiences.

L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics.

Cp.3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.

L.O. 3.1 Graduates will be able to evaluate production workflows in luxury hospitality, such as artisan food preparation or beverage manufacturing, to identify inefficiencies and propose data-driven process enhancements.

L.O. 3.2 Graduates will acquire the skills to analyze and mitigate production losses in high-end culinary and hospitality operations, including strategies for sustainable waste management and precision engineering.

L.O. 3.4 Graduates will demonstrate the ability to leverage guest data and preferences to design and implement tailored services, such as curated menus, bespoke accommodations, and exclusive activities in high-end hospitality settings.

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

Transversal competences	**Ct.4 Manage quality related aspects** L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes. L.O. 4.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties. L.O. 4.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality. **Ct.5 Ensure customer orientation.** L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele. L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience. L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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

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.)	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.)	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.)	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.)	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.)	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.)	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.)	Interactive course presentation	2	Use of multimedia tools, educational

			films
Emerging Trends in the Luxury Hospitality Industry (Robotic automation; Virtual Reality (VR) and Augmented Reality (AR); Blockchain in hospitality.)	Interactive course presentation	4	Use of multimedia tools, educational films

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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)	Specific computer applications	4	
Integrated Software Solutions for the HoReCa Industry (Medallion)	Specific computer applications	4	
Integrated Software Solutions for the HoReCa Industry (Fidellio)	Specific computer applications	4	
Simulation and creation of scenarios for customer service personalization	Specific computer applications	4	
Introduction to configuring an IoT system; connecting and controlling smart devices	Specific computer applications	4	
Implementation of sustainable solutions (monitoring energy and water consumption through sensors; resource optimization using intelligent algorithms)	Specific computer applications	4	
Practical project: creating a personalized intelligent system (Developing a prototype system for a sustainable luxury hotel or restaurant)		4	

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9. **** Manuale S2S, Fidellio, Medallion

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

The alignment of the course content is achieved through consultation with experts from academic communities, professional associations, and employers, integration of market requirements, international standards, and emerging technologies, as well as periodic updates to the curriculum based on feedback and industry trends.

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.			

This course outline was certified in the Department Board meeting on 12./09./2024 and approved in the Faculty Board meeting on 12./09./2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to4 be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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]	PC
							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	20
Additional documentation in libraries, specialized electronic platforms, and field research	30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	30
Tutorial	
Examinations	3
Other activities…………………………………	

3.7 Total number of hours of student activity	83
3.8 Total number per semester	125
3.9 Number of credits[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.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. L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design. L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction. L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes. L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients. L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector. 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 objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships. L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration. L.O. 8.2 Graduates will acquire the skills to communicate effectively and transparently with stakeholders, ensuring alignment with organizational strategies and operational goals in high-end hospitality projects. L.O. 8.3 Graduates will demonstrate the ability to identify, evaluate, and prioritize strategic stakeholder relationships, ensuring resources and efforts are focused on the most impactful partnerships to achieve organizational objectives. L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry. L.O. 8.5 Graduates will develop expertise in mediating disputes and addressing stakeholder concerns with professionalism and diplomacy, ensuring relationships remain strong and organizational goals are met. L.O. 8.6 Graduates will demonstrate the ability to create and execute comprehensive stakeholder engagement plans that integrate organizational objectives with the needs and expectations of internal and external stakeholders in luxury hospitality.

	Ct.1 Organize the team. L.O. 1.1. Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. L.O. 1.2. Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings. L.O. 1.3. Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence. L.O. 1.4. Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations. L.O. 1.5 . Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of luxury hospitality. Ct.2 Assume a leadership role. L.O. 2.1. Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence. L.O. 2.2. Graduates will acquire the skills to inspire and motivate subordinates by fostering a shared vision and aligning team efforts with the objectives of delivering high-end, personalized guest experiences. L.O. 2.3. Graduates will develop the ability to make informed, timely decisions in leadership roles, balancing operational priorities, resource allocation, and guest satisfaction in luxury hospitality settings. L.O. 2.4. Graduates will demonstrate the ability to negotiate effectively with stakeholders, ensuring mutually beneficial agreements that align with the company's goals in luxury hospitality projects. L.O. 2.5. Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector. L.O. 2.6. Graduates will demonstrate the ability to work closely with customers to craft tailored agreements that enhance client satisfaction and loyalty while ensuring business profitability.

(Left column vertical label: Transversal competences)

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	Problematization. Applications	2	
8.1.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts	Problematization. Applications	3	
8.1.3. Writing technical/scientific texts	Problematization. Applications	2	
8.1.4. Ethics and communication in tourism industry. Paradigms, theories, movements	Problematization. Applications	2	
8.1.5. Ethical luxury paradigm. Social responsibility.	Problematization.	2	

Environmental ethics. Innovation and sustainability. Consumers' values.	Applications		
8.1.6. Ethical communication. Transparency. Cultural sensitivity. Privacy. Inclusivity	Problematization. Applications	3	

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.

Pramezwary, A., Lee, E., & Oktalieyadi, V. (2021). *Etiquette and protocol in hospitality*. Penerbit NEM.

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	Case studies. Applications	2	
8.2.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts. Applications	Case studies. Applications	4	
8.2.3. Writing technical/scientific texts	Applications	4	
8.2.4. Paradigms, theories, movements	Case studies. Applications	2	
8.2.5. Practices within the ethical luxury paradigm. Social responsibility. Innovation and sustainability. Consumers' values.	Case studies. Applications	4	
8.2.6. Content creation. Messages, transparency, sustainability	Case studies. Applications	4	
8.2.7. Business etiquette and protocol across cultures	Case studies. Role play. Applications	8	

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.

Pramezwary, A., Lee, E., & Oktalieyadi, V. (2021). *Etiquette and protocol in hospitality*. Penerbit NEM.

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	Applying key course concepts	Exam	50%
10.5 Seminar/ laboratory/ project	Preparing seminar activities	Seminar activities	50%
10.6 Minimal performance standard			
Explaining key concepts of the course, fulfilling all the seminar activities and obtaining the passing grade			

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

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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			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	2	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	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	5
Examinations	4
Other activities……………………………………	

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	• 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. Specific competences and learning outcomes

<table>
<tr><td rowspan="2">Professional competences</td><td>Cp.3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.

L.O. 3.1 Graduates will be able to evaluate production workflows in luxury hospitality, such as artisan food preparation or beverage manufacturing, to identify inefficiencies and propose data-driven process enhancements.

L.O. 3.3 Graduates will acquire the necessary competencies to design and optimize flexible luxury spaces, such as modular hotel rooms or event spaces, which can be reconfigured to meet specific customer needs and expectations.</td></tr>
<tr><td>Cp.4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.

L.O. 4.1 Graduates will be able to develop and implement innovative processes and techniques for high-end food production, ensuring efficiency, consistency, and adherence to luxury standards.

L.O. 4.3 Graduates will acquire the skills to engineer precision systems for crafting premium bakery, pastry, dairy and meat products, balancing tradition with cutting-edge technology to meet luxury market demands.

L.O. 4.4 Graduates will be capable of designing and managing food production systems that incorporate sustainable, local sourcing and minimize food waste while maintaining the highest quality for luxury guests.</td></tr>
<tr><td rowspan="2">Transversal competences</td><td>Ct.4 Manage quality related aspects

L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.

L.O. 4.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.

L.O. 4.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.</td></tr>
<tr><td>Ct.5 Ensure customer orientation.

L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele.

L.O. 5.3 Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes.

L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.</td></tr>
</table>

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

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.	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	Interactive course presentation	4	Use of multimedia tools, educational films
Process management in bakery and pastry production. Planning, monitoring, and optimizing production. Analysis of process flow and its balancing.	Interactive course presentation	4	Use of multimedia tools, educational films
Sustainable solutions in bakery and pastry. Technologies for reducing food waste. Optimization of energy and water consumption in production processes.	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.	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.	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.	Interactive course presentation	4	Use of multimedia tools, educational films

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1. Ponte, J. G., Hoseney, R. C., Bread and Breadmaking Technology, Chapman & Hall, 1995
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3. Eliasson, A.-C., Larsson, K., Cereals in Breadmaking: A Molecular Colloidal Approach, CRC Press, 1993
4. Manley, D., Technology of Biscuits, Crackers and Cookies, Elsevier, 2011

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7. Auty, M. A. E., Brijs, K., Food Microstructures: From Microscopy to Industrial Applications, Royal Society of Chemistry, 2020
8. Fellows, P. J., Food Processing Technology: Principles and Practice, Woodhead Publishing, 2016
9. Gisslen, W., Professional Baking, Wiley, 2012
10. Marinova, K., Marinov, B., Innovative Technologies in Bakery Production, Nova Science Publishers, 2020
11. Gaceu, L., Tehnologii de procesare și utilaje în industria panificației. Editura Universității Transilvania din Brașov, 2006.
12. Gaceu, L., Utilaje și tehnologii în industria panificației. Îndrumar de laborator. Editura Lux Libris, 2014

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.	Specialized applications in the laboratory	4	
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.	Specialized applications in the laboratory	4	
Designing and creating a product through 3D printing. Developing a customized design for luxury dough products. Testing various recipes for compatibility with 3D printing.	Specialized applications in the laboratory	4	
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.	Specialized applications in the laboratory	4	
Optimizing recipes through sensory analysis. Organizing a tasting panel to analyze pastry and bakery products. Applying sensory analysis methods (preference tests, hedonic scaling).	Specialized applications in the laboratory	4	
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..	Specialized applications in the laboratory	4	
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	

Bibliography
1. Ponte, J. G., Hoseney, R. C., Bread and Breadmaking Technology, Chapman & Hall, 1995
2. Cauvain, S. P., Young, L. S., Technology of Breadmaking, Springer, 2007
3. Eliasson, A.-C., Larsson, K., Cereals in Breadmaking: A Molecular Colloidal Approach, CRC Press, 1993
4. Manley, D., Technology of Biscuits, Crackers and Cookies, Elsevier, 2011
5. Belitz, H.-D., Grosch, W., Schieberle, P., Food Chemistry, Springer, 2009
6. Cauvain, S. P., Young, L. S., Baking Problems Solved, Woodhead Publishing, 2001
7. Marinova, K., Marinov, B., Innovative Technologies in Bakery Production, Nova Science Publishers, 2020
8. Gaceu, L., Tehnologii de procesare și utilaje în industria panificației. Editura Universității Transilvania din

Brașov, 2006.

9. Gaceu, L., Utilaje și tehnologii în industria panificației. Îndrumar de laborator. Editura Lux Libris, 2014

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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 alignment of the course content is achieved through consultation with experts from academic communities, professional associations, and employers, integration of market requirements, international standards, and emerging technologies, as well as periodic updates to the curriculum based on feedback and industry trends.

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.			

This course outline was certified in the Department Board meeting on *12./09./2024* and approved in the Faculty Board meeting on *12./09/2024*

1) Field of study — select one of the following options: Bachelor / Master / Doctorat (to4 be filled in according to the forceful classification list for study programmes);

2) Study level — choose from among: Bachelor / Master / Doctorat;

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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	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]	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	10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	22
Tutorial	10
Examinations	2
Other activities..................................	0

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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

6. Specific competences and learning outcomes

Cp2. Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.

L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production

processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.

L.O. 2.2 Graduates will demonstrate the ability to identify, analyze, and diagnose production inefficiencies in

luxury hospitality operations, such as food preparation, artisan bakery production, and premium beverage manufacturing.

L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.

L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy

principles and waste minimization strategies, into luxury manufacturing and production processes.

Cp3. Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.

L.O.3.1. Graduates will be able to evaluate production workflows in luxury hospitality, such as artisan food preparation or beverage manufacturing, to identify inefficiencies and propose data-driven process enhancements.

L.O. 3.2 Graduates will acquire the skills to analyze and mitigate production losses in high-end culinary and hospitality operations, including strategies for sustainable waste management and precision engineering.

Cp4. Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.

L.O. 4.1 Graduates will be able to develop and implement innovative processes and techniques for high-end

food production, ensuring efficiency, consistency, and adherence to luxury standards.

L.O. 4.2 Graduates will demonstrate expertise in designing eco-friendly and energy-efficient preservation methods, such as cold chain logistics and advanced packaging technologies, tailored for luxury hospitality operations.

L.O. 4.3 Graduates will acquire the skills to engineer precision systems for crafting premium bakery, pastry, dairy and meat products, balancing tradition with cutting-edge technology to meet luxury market demands.

L.O. 4.4 Graduates will be capable of designing and managing food production systems that incorporate sustainable, local sourcing and minimize food waste while maintaining the highest quality for luxury guests.

L.O. 4.5 Graduates will be able to design and optimize kitchen and service workflows in high-end restaurants,

ensuring seamless operations, reduced waste, and enhanced guest experiences.

Professional competences

Ct.1 Organize the team.

L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting

teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.

L.O. 1.2 Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings.

L.O. 1.3 Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.

L.O. 1.4 Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations.

L.O. 1.5 Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of

luxury hospitality.

Ct3. Manage material and financial resources

L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards.

L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.

L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.

L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements.

(left margin label: Transversal competences)

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	Lectures and PowerPoint Presentations	2	
2. Challenges of Food Waste in Luxury Hotels	Lectures and PowerPoint Presentations	2	
3. Strategies for Preventing and Reducing Food	Lectures and PowerPoint	2	

Waste	Presentations		
4. Recycling and Reusing Food Waste	Lectures and PowerPoint Presentations	2	
5. Sustainability Policies and Legal Regulations	Lectures and PowerPoint Presentations	2	
6. Technologies and Innovations in Food Waste Management	Lectures and PowerPoint Presentations	2	
7. Implementation of a Food Waste Management Plan	Lectures and PowerPoint Presentations	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
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	Lecture, Practical Applications, Teamwork	2	
2. The Impact of Portion Sizes on Food Waste in Luxury Restaurants	Lecture, Practical Applications, Teamwork	2	
3. Implementation of a Food Waste Management System in Luxury Hotels	Lecture, Practical Applications, Teamwork	4	
4. Repurposing Food Waste for the Production of New Food Products	Lecture, Practical Applications, Teamwork	6	
5. Managing Food Waste Based on Restaurant Types in a Luxury Hotel	Lecture, Practical Applications, Teamwork	2	
6. Optimizing Inventory and Reducing Food Waste in Luxury Hotels	Lecture, Practical Applications, Teamwork	2	
7. Training Hotel Staff on Food Waste Management	Lecture, Practical Applications, Teamwork	2	
8. Packaging and Preservation Technologies to Reduce Food Waste in Luxury Hotels	Lecture, Practical Applications, Teamwork	4	
9. Analyzing the Impact of a "Zero Food Waste" Policy in a Luxury Hotel	Lecture, Practical Applications, Teamwork	2	
10. Food Waste and Social Responsibility in Luxury Hotels	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
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

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 aligns with what is taught in other university centers both nationally and internationally.

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

- Understanding fundamental concepts related to the field, reflecting the essential competencies targeted by the course.
- Passing the laboratory colloquium.
- The student must be able to express ideas coherently and logically, either in writing or orally.
- Addressing each subpoint of the exam topic and passing them with the minimum required grade.
- Implementing a food waste management system in luxury hotels.

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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				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		2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar		28

Time allocation	
	hours
Study of textbooks, course support, bibliography and notes	10
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	24
Tutorial	
Examinations	4
Other activities....................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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

<table>
<tr>
<td rowspan="1" style="writing-mode: vertical">Professional competences</td>
<td>

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.

L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.

L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction.

L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes.

L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.

L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.

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 objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.

L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.

L.O. 8.2 Graduates will acquire the skills to communicate effectively and transparently with stakeholders, ensuring alignment with organizational strategies and operational goals in high-end hospitality projects.

L.O. 8.3 Graduates will demonstrate the ability to identify, evaluate, and prioritize strategic stakeholder relationships, ensuring resources and efforts are focused on the most impactful partnerships to achieve organizational objectives.

L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry.

L.O. 8.5 Graduates will develop expertise in mediating disputes and addressing stakeholder concerns with professionalism and diplomacy, ensuring relationships remain strong and organizational goals are met.

L.O. 8.6 Graduates will demonstrate the ability to create and execute comprehensive stakeholder engagement plans that integrate organizational objectives with the needs and expectations of internal and external stakeholders in luxury hospitality.

</td>
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Ct.1 Organize the team.

L.O. 1.1. Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.

L.O. 1.2. Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings.

L.O. 1.3. Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.

L.O. 1.4. Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations.

L.O. 1.5. Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of luxury hospitality.

Ct.2 Assume a leadership role.

L.O. 2.1. Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.

L.O. 2.2. Graduates will acquire the skills to inspire and motivate subordinates by fostering a shared vision and aligning team efforts with the objectives of delivering high-end, personalized guest experiences.

L.O. 2.3. Graduates will develop the ability to make informed, timely decisions in leadership roles, balancing operational priorities, resource allocation, and guest satisfaction in luxury hospitality settings.

L.O. 2.4. Graduates will demonstrate the ability to negotiate effectively with stakeholders, ensuring mutually beneficial agreements that align with the company's goals in luxury hospitality projects.

L.O. 2.5. Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector.

L.O. 2.6. Graduates will demonstrate the ability to work closely with customers to craft tailored agreements that enhance client satisfaction and loyalty while ensuring business profitability.

Ct.5 Ensure customer orientation.

L.O. 5.1. Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele.

L.O. 5.2. Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty.

L.O. 5.3. Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes.

L.O. 5.4. Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.

L.O. 5.5. Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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	Problematization.	2	

theories in nowadays society	Applications		
8.1.2. Exclusive experience concept. Personalization, innovation, sustainability	Problematization. Applications	2	
8.1.3. Roles, phantasy, imaginaries, happiness: Luxury contexts	Problematization. Applications	2	
8.1.4. Niche tourism: Exclusive experiences in different types of tourism	Problematization. Applications	4	
8.1.5. Dimensions of luxury experiences: co-creation, stage, actors' performance	Problematization. Applications	2	
8.1.6. Product personalization and engagement with technology (VR, AR): crafting experience before, during and after the 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.
- 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: The luxury phenomenon in tourism industry. Luxury landscapes	Case studies. Applications	4	
8.2.2. Exclusive experience concept. Personalization, innovation. Applications	Case studies. Applications	4	
8.2.3. Roles, phantasy, imaginaries, happiness: Luxury contexts	Applications	4	
8.2.4. Niche tourism: Exclusive experiences in different types of tourism	Case studies. Applications	8	
8.2.5. Dimensions of luxury experiences: co-creation, stage, actors' performance	Case studies. Applications	4	
8.1.6. Product personalization and engagement with technology (VR, AR): crafting experience before, during and after the travel	Case studies. Applications	4	

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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- 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.
- 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		Design an exclusive experience product	50%
10.5 Seminar/ laboratory/ project	Preparing seminar activities	Seminar activities	50%
10.6 Minimal performance standard			
Explaining the key concepts of the course and obtaining the passing grade			

This course outline was certified in the Department Board meeting on 12/09 2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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5) 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[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			Meat and milk products for high-end consumers					
2.2 Course convenor			Conf. dr. ing. Cristina Maria Canja					
2.3 Seminar/ laboratory/ project convenor			Conf. dr. ing. Cristina Maria Canja					
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	E	2.7 Course status	Content[3]	SC
							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 laboratory	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 laboratory	28

Time allocation	
	hours
Study of textbooks, course support, bibliography and notes	12
Additional documentation in libraries, specialized electronic platforms, and field research	12
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	10
Tutorial	
Examinations	3
Other activities....................................	7

3.7 Total number of hours of student activity	44
3.8 Total number per semester	100
3.9 Number of credits[5]	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Completion of fundamental courses in the field of food engineering or hospitality, such as "Fundamentals of Engineering in Luxury Hospitality" or "Psychology of Human Food for Luxury Consumers". • General knowledge of the principles of hygiene and food safety.
4.2 competences-related	• Students must possess basic skills in food quality analysis. • Familiarization with food processing technologies and evaluation criteria for premium products.

5. Conditions (if applicable)

5.1 for course development	• Students must have access to relevant course materials, multimedia materials and case studies on the processing and marketing of premium products. • The teaching activity must take place in a room equipped with modern audio-video

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5.2 for seminar/ laboratory/ project development	equipment for interactive presentations and virtual simulations.
	• The seminars and laboratories are held in spaces equipped with equipment and instruments for organoleptic analysis and processing of meat and milk products.
	• Students must have access to premium raw materials for conducting experiments and practical simulations.

6. Specific competences and learning outcomes

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

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

7.1 General course objective	• Developing knowledge about the specifics of premium meat and milk products. • Understanding advanced processing and preservation technologies. • Analysing global trends and the impact of consumer demands on production.
7.2 Specific objectives	• Recognize and evaluate premium meat and milk products. • Apply advanced processing techniques to maintain quality and added value. • Adapt production processes to the requirements of high-end consumers. • Develop recipes and culinary concepts using premium products.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks

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

Bibliography
1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner, 2018.
2. Gisslen, W. Professional Cooking. Wiley, 2020.
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan, 2020.
4. Additional materials provided by the teacher.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Identification and organoleptic evaluation of different types of premium meat and milk.	Hands-on demonstrations, collaborative learning, experiential learning	4	
2. Maturation and marinating techniques for premium meat.	Hands-on demonstrations, collaborative learning, experiential learning	4	
3. Preparation of artisanal cheeses in the laboratory.	Hands-on demonstrations, collaborative learning, experiential learning	4	
4. Creating a tasting menu using premium meat and milk products.	Hands-on demonstrations, collaborative learning, experiential learning	8	
5. Simulate a marketing concept for the launch of a high-end product.	Hands-on demonstrations, collaborative learning, experiential learning	8	

Bibliography
1. McGee, H. On Food and Cooking: The Science and Lore of the Kitchen. Scribner, 2018.
2. Gisslen, W. Professional Cooking. Wiley, 2020.
3. Clark, M. The Art of Preserving Meat and Dairy Products. Artisan, 2020.
4. Additional materials provided by the teacher

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

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

10. Evaluation

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

10.6 Minimal performance standard

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

This course outline was certified in the Department Board meeting on 12./09./2024 and approved in the Faculty Board meeting on 12./09./2024

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1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management 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	C1	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 – Professional practice workbook		8
3.2 Total number of hours of student activity	8	
3.3 Total number per semester	112	
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. • PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems. • PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs. • PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production. • PC5 Conduct inspections and tests of services, processes or products to assess quality. • PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team. • TC2 Assume a leadership role. • TC3 Manage material and financial resources • TC4 Manage quality related aspects • TC5 Ensure customer orientation.

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

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
Introduction to nutrition and dietetics.	Training Practice	56	
Occupational health and hygiene practices.	Training Practice	56	

Bibliographie

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 contents were developed based on the specific needs that have been identified in the field of premium hospitality. The acquisition of the specified knowledge and the practical skills related to the specific activities carried out in a gastronomy and/or accommodation establishment are very useful for the quality of the master students training, contributing directly to the possibility of their immediate employment in executive or decision-making positions.

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.

This course outline was certified in the Department Board meeting on 12.09.24 and approved in the Faculty Board meeting on 12.09.24

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management 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	I	2.6 Evaluation type	C1	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 – Professional practice workbook		8
3.2 Total number of hours of student activity	8	
3.3 Total number per semester	112	
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.
	• PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.
	• PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.
	• PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
	• PC5 Conduct inspections and tests of services, processes or products to assess quality.
	• PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team.
	• TC2 Assume a leadership role.
	• TC3 Manage material and financial resources
	• TC4 Manage quality related aspects
	• TC5 Ensure customer orientation.

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

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
Asset and inventory management.	Training Practice	56	
Culinary and reception techniques for high-end customers.	Training Practice	56	
Bibliographie			

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 contents were developed based on the specific needs that have been identified in the field of premium hospitality. The acquisition of the specified knowledge and the practical skills related to the specific activities carried out in a gastronomy and/or accommodation establishment are very useful for the quality of the master students training, contributing directly to the possibility of their immediate employment in executive or decision-making positions.

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.

This course outline was certified in the Department Board meeting on 12/09/24 and approved in the Faculty Board meeting on 12/09/24

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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			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	E2	2.7 Course status	Content[3]	SC
							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	0/0/1
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/0/14

Time allocation	hours
Study of textbooks, course support, bibliography and notes	14
Additional documentation in libraries, specialized electronic platforms, and field research	14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	30
Tutorial	
Examinations	
Other activities..................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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. Specific competences and learning outcomes

<table>
<tr><td rowspan="2">Professional competences</td><td>Cp1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.

L.O.1.11. Graduates will gain the ability to develop and manage luxury brand experiences that authentically integrate local cultural identity and traditions, such as curated thematic events, exclusive festivals, or bespoke art exhibitions, enhancing brand prestige and guest engagement.

Cp7. 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.

L.O.7.1 Graduates will demonstrate the ability to analyze client needs and develop innovative branding strategies that align with their vision, ensuring the creation and delivery of exceptional luxury experiences in hospitality operations and design.</td></tr>
<tr><td>Ct5 Ensure customer orientation.

L.O.5.1 Graduates will demonstrate the ability to develop and implement strategic brand initiatives that create exceptional, customer-centric experiences, ensuring every brand interaction aligns with the values of luxury and exceeds the expectations of high-end clientele.</td></tr>
</table>

(Left-margin label for second row: Transversal competences)

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

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
Marketing research.	Lecture and debate	4	
Branding models. Pyramid model.	Lecture and debate	4	
Stages in branding. Brand architecture.	Lecture and debate	6	
Brand promotion - emotional resonance with the consumer	Lecture and debate	4	
Psychographic segmentation in strategic branding. Segmentation variables applicable in luxury hospitality.	Lecture and debate	4	
Strategic brand positioning. Positioning models in luxury hospitality.	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.

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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
Realization of a qualitative research project aiming at the creation of a brand and its promotion, based on strategic consumer profiling in the case of a restaurant or a hotel.	Group project Short Research	14	

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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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.

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

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

10. Evaluation

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

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.

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study -- select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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

Time allocation	hours
Study of textbooks, course support, bibliography and notes	14
Additional documentation in libraries, specialized electronic platforms, and field research	14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	30
Tutorial	
Examinations	
Other activities......................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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. Specific competences and learning outcomes

Professional competences	Cp1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. L.O.1.11. Graduates will develop the ability to design and deliver innovative guest experiences in high-end properties that showcase local cultural identity and traditions, including immersive thematic events, exclusive festivals, and curated art displays, ensuring unique and memorable stays. L.O.1.12. Graduates will demonstrate the ability to design and implement personalized guest experiences that seamlessly incorporate local heritage, storytelling, and artisanal crafts, creating authentic and meaningful connections between guests and their destinations in high-end properties.
Transversal competences	Ct5 Ensure customer orientation. L.O.5.1 Graduates will demonstrate the ability to create and deliver innovative, guest-centric services and experiences in high-end properties, ensuring that every interaction is thoughtfully designed to surpass the expectations of discerning luxury clientele.

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

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
The experience product. Examples in luxury hospitality.	Lecture and debate	8	
Marketing research.	Lecture and debate	2	
Models for creating the experience product	Lecture and debate	4	
Promoting experience products – emotional resonance with the consumer	Lecture and debate	6	
Profiling the consumer of experience products	Lecture and debate	8	

Bibliografie

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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.

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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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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.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Realization of a qualitative research project aiming at the creation of a complex experience product and its promotion, based on strategic consumer profiling in the case of a restaurant or a hotel.	Group project Short Research	14	

Bibliografie

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.

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

10. Evaluation

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

This course outline was certified in the Department Board meeting on 12/09/24 and approved in the Faculty Board meeting on 12/09/24.

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

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	Culturally Immersive 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]	PC
							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	P2
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	10
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	20
Tutorial	6
Examinations	2
Other activities.................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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/ 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.** L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design. L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction. L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes. L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients. L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.
Transversal competences	**Ct.5 Ensure customer orientation.** L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele. L.O. 5.2 Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty. L.O. 5.3 Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes. L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience. L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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,	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	

adapting to different communication styles. Rules of etiquette in different cultures, 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

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.

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 experiences, such as visits to traditional craft workshops or participation in local cultural events.	2	
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.	2	

	Inviting local tour guides to present the most interesting places and activities in the area.		

Bibliography

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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.

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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.

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

The "Culturally Immersive 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.

This course outline was certified in the Department Board meeting on 12/03/2024 and approved in the Faculty Board meeting on 12/09/2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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	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	2.7 Discipline regime	Content3[3]	PC
							Obligation4[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
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	10
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	20
Tutorial	6
Examinations	2
Other activities....................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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

<table>
<tr><td rowspan="2">Professional competences</td><td>

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.

L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.

L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction.

L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes.

L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.

L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.

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<table>
<tr><td rowspan="2">Transversal competences</td><td>

Ct.5 Ensure customer orientation.

L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele.

L.O. 5.2 Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty.

L.O. 5.3 Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes.

L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.

L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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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). The importance of heritage: The role of heritage in the identity of a nation, in	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	

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.			
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: Presenting a concise history of Romania, with a focus on the periods	Analysis of real cases to stimulate critical thinking and apply theoretical knowledge. Creating realistic scenarios to	6	

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.	practice		

Bibliography

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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.

Constantin Brăiloiu: "The Social Structure of the Romanian Village", "Miorița", "Lullabys" - These works by Brăiloiu offer 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.

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	2	

	participation in local cultural events.		
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 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

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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.

This course outline was certified in the Department Board meeting on 12./09/2024 and approved in the Faculty Board meeting on 12./09/.2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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]	DA
							Attendance type[4]	DI

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					14
Additional documentation in libraries, specialized electronic platforms, and field research					12
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					12
Tutorial					
Examinations					
Other activities................................					2

3.7 Total number of hours of student activity	44
3.8 Total number per semester	100
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 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.

L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations.

L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones.

L.O. 1.11 Graduates will gain the ability to curate and manage guest experiences that reflect the cultural identity and traditions of the local region, such as thematic events, festivals, or art showcases.

L.O. 1.12 Graduates will demonstrate the ability to integrate local heritage, storytelling, and crafts into personalized experiences, ensuring meaningful connections between guests and their destinations.

Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.

L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.

L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.

L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes.

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

L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis.

L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms.

L.O. 5.6 Graduates will demonstrate expertise in analyzing and validating the execution of personalized activities, such as curated excursions or immersive cultural events, to ensure an exceptional and memorable guest experience.

L.O. 5.7 Graduates will be able to assess resort infrastructures and designs, focusing on sustainability features, biophilic integration, and their impact on guest well-being and satisfaction.

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.

L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.

L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.

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 objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.

L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.

	Ct.1 Organize the team.
Transversal competences	L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.
	L.O. 1.3 Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.
	Ct.3 Manage material and financial resources
	L.O. 5.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.
	Ct.4 Manage quality related aspects
	L.O. 6.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.
	L.O. 6.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.
	L.O. 6.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.
	Ct.5 Ensure customer orientation.
	L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele.
	L.O. 5.2 Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty

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	Exposure	2	video projector
Engineering in luxury resorts	Exposure	2	video projector
New trends in hospitality	Exposure, interactive course	4	video projector
New trends in HR in hospitality	Exposure, interactive	2	video projector

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	course		
New trends in hotel booking	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	Exposure	2	video projector
Smart Tourism Destination	Exposure, interactive course	4	video projector
Sustainable practices in hospitality	Exposure, interactive course	4	video projector

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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 și 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

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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.

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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

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

11. Ordinul ministrului dezvoltării regionale și 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 și 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	4	video projector

	example			
Engineering in luxury resorts - case study	Case analysis, learning by example	4	video projector
Hotel chains	Group work	2	video projector
HR management in hotel chains	Case analysis, learning by example	2	video projector
Booking platforms	Case analysis, learning by example	4	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

2. Rondelli, V., Cojocariu, S., *Managementul calității serviciilor din turism și 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 certificatelor de clasificare, a licențelor și brevetelor de turism

11. Ordinul ministrului dezvoltării regionale și turism nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor și 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 is appropriate to the expectations and requirements of representative employers in the field of tourism.

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

This course outline was certified in the Department Board meeting on 12. 09.2024 and approved in the Faculty Board meeting on 12. 09. 2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

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			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	C2	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	0/0/2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/0/28
Time allocation					
					hours
Study of textbooks, course support, bibliography and notes					
Additional documentation in libraries, specialized electronic platforms, and field research					
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					19
Tutorial					
Examinations					
Other activities......................................					

3.7 Total number of hours of student activity	19
3.8 Total number per semester	75
3.9 Number of credits[5]	3

4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

5. Conditions (if applicable)

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

6. Specific competences and learning outcomes

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

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

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

Bibliography

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Ross, C. C. (2016). The Emotional Eating Workbook: A Proven-Effective, Step-by-Step Guide to End Your Battle with Food and Satisfy Your Soul. New Harbinger Publications.

Sproesser, G. (2012). Why we eat what we eat: Psychological influences on eating behavior (Doctoral dissertation).

Lieberman, H. R., Kanarek, R. B., & Prasad, C. (Eds.). (2005). Nutritional neuroscience. CRC Press.

Shepherd, R., & Raats, M. (Eds.). (2006). The psychology of food choice (Vol. 3). Cabi.

Lyman, B. (2012). A psychology of food: More than a matter of taste. Springer Science & Business Media.

Smith, J. L. (2002). The psychology of food and eating: A fresh approach to theory and method. London: Palgrave.

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

Bibliography

researchcentral.ro

psihoprofile.ro

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

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

10. Evaluation

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

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10.4 Course		The correct understanding of the theoretical concepts related to psychology that have been taught and their appropriate use in contexts specific to human nutrition	Oral examination	50%
10.5 Seminar/ laboratory/ project		Self-testing and correct interpretation of results	Evaluation of the written interpretation of the tests	50%
10.6 Minimal performance standard				

- Obtaining a minimum mark of 5 for the individual project.
- Uploading the written interpretation of the tests on the E-learning platform within the indicated deadline.
- A minimum number of 3 project attendances.
- The correct understanding of theoretical concepts related to the psychology of human nutrition.
- The correct use of theoretical notions related to the psychology of human nutrition.
- To carry out an original research project.

This course outline was certified in the Department Board meeting on *12.09.24* and approved in the Faculty Board meeting on *17.09.24*

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

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4

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							Project management in luxury hospitality		
2.2 Course convenor							Prof. dr. Florentina MATEI		
2.3 Project convenor							Prof. dr. Florentina MATEI		
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E	2.7 Course status	Content[3)	PC
							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					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	125
3.9 Number of credits[5)	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• NA
4.2 competences-related	• NA

5. Conditions (if applicable)

5.1 for course development	• Room with PC or Notebook + video-projector and/or on-line educational platform
5.2 for project development	• Room with PC or Notebook + video-projector and/or on-line educational platform

6. Specific competences and learning outcomes

Professional competences	**Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.** L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones. L.O. 1.3 Graduates will have the skills to plan, monitor, and optimize project budgets for high-end hospitality ventures, employing advanced financial strategies tailored to premium market demands. L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics. L.O. 1.8 Graduates will develop the skills to design efficient workflows in Michelin-star and fine-dining restaurants, ensuring seamless collaboration between kitchen and service teams. **Cp.6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.** L.O. 6.1 Graduates will demonstrate the ability to evaluate financial risks associated with luxury hospitality projects by analyzing projected costs, turnover, and market dynamics to ensure informed decision-making. L.O. 6.2 Graduates will be able to design and evaluate project budgets for luxury hospitality operations, ensuring alignment with resource requirements, stakeholder expectations, and quality standards. L.O. 6.4 Graduates will demonstrate expertise in synthesizing financial information, market trends, and project requirements to make strategic recommendations that maximize profitability and minimize risk in luxury hospitality projects.

	Ct.1 Organize the team. L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. L.O. 1.2 Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings. L.O. 1.4 Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations. L.O. 1.5 Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of luxury hospitality. **Ct.2 Assume a leadership role.** L.O. 2.2 Graduates will acquire the skills to inspire and motivate subordinates by fostering a shared vision and aligning team efforts with the objectives of delivering high-end, personalized guest experiences. L.O. 2.3 Graduates will develop the ability to make informed, timely decisions in leadership roles, balancing operational priorities, resource allocation, and guest satisfaction in luxury hospitality settings. L.O. 2.5 Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector. **Ct.3 Manage material and financial resources** L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards. L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.
Transversal competences	

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

7.1 General course objective	• The development of requested competences for the optimal ongoing of the project management steps in the luxury hospitality: preparation, implementation, evaluation, quality control
7.2 Specific objectives	• The development of the capacity to identify needs and to correlate with possible financing sources • The development of the capacity to build and coordinate a project team • The development of the capacity to implement and evaluate a project in the field • The development of the capacity to to estimate costs and design budgets

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Project management principles		2	
Drawbacks identification and needs analysis in the luxury hospitality sector		2	
Financing sources identification for the luxury hospitality projects	PPT presentation, Eucharistic conversation, problem solving	2	
Project life cycle and project management processes		6	
Project resources management		4	
Costs' estimation and budgets' design for luxury hospitality projects		4	

Time and purchase planning and during project life cycle		4	
Project closure and sustainability assurance		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.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Dezvoltarea unui plan de proiect în domeniul ospitalității de lux	Presentation, demonstration, individual and team work	4	
Analiza de nevoi în domeniul ospitalității de lux		4	
Construirea echipei de proiect și motivarea acesteia		4	
Elaborarea unui proiect de dezvoltare în domeniul ospitalității de lux		8	
Utilizarea de instrumente și tehnici pentru analiza riscurilor		4	
Evaluarea proiectului și dezvoltarea planului de control al calității		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)

- Identification and good communication with relevant stakeholders
- Networking with stakeholders from luxury hospitality secor to identify financing sources

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Individual performance (The level of acquired theoretical knowledge)	Multiple choice written evaluation test	50%
10.5 Seminar/ laboratory/ project	Team working performance Individual performance (The level of acquired theoretical and practical knowledge)	Working sheets/Luxury hospitality project defend	50%
10.6 Minimal performance standard			
• For the written examination and project presentation 5 is minimum as mark			

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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	E	2.7 Course status	Content[3]	PC
							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	1
3.4 Total number of hours in 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	30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	30
Tutorial	
Examinations	3
Other activities....................................	

3.7 Total number of hours of student activity	83
3.8 Total number per semester	125
3.9 Number of credits[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. Specific competences and learning outcomes

Professional competences	**Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.** L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations. L.O. 2.2 Graduates will demonstrate the ability to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such as food preparation, artisan bakery production, and premium beverage manufacturing. L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems. L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes. **Cp.4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.** L.O. 4.1 Graduates will be able to develop and implement innovative processes and techniques for high-end food production, ensuring efficiency, consistency, and adherence to luxury standards. **Cp.5 Conduct inspections and tests of services, processes or products to assess quality.** L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis. L.O. 5.2 Graduates will acquire the skills to inspect and monitor production processes, such as culinary workflows or smart system operations, to ensure consistency and identify areas for improvement. L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms. L.O. 5.4 Graduates will acquire the skills to validate the quality of high-end dishes, plated desserts, and specialty beverages, ensuring compliance with premium culinary and safety standards.

Ct.2 Assume a leadership role.

L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.

Ct.3 Manage material and financial resources.

L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards.

L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.

L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.

L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements.

Ct.4 Manage quality related aspects.

L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.

L.O. 4.2 Graduates will acquire the skills to monitor and evaluate the production of artisan bakery, pastry, and premium beverages to ensure consistency and compliance with luxury quality benchmarks.

L.O. 4.3 Graduates will master the ability to manage and implement quality certification processes, such as premium labeling systems, ensuring that hospitality products and services meet regulatory and brand-specific standards.

L.O. 4.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.

L.O. 4.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.

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

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 beverage industry trends	Presentation Interactive course	2	
2. Beverage distinctive concepts	Presentation Interactive course	2	
3. Sustainable Choices in Luxury Beverages. Organic and Eco-Friendly Options	Presentation Interactive course	4	
4. Sustainability in the premium drinks industry	Presentation Interactive course	2	
5. Eco-Friendly & Sustainable Wine Practices 5.1. The environmental impact of wine production 5.2. Sustainable practices and consumer's perceptions 5.3. Eco-labels in the wine industry 5.4. Eco-certification and quality 5.5. Low- and no-alcohol (NOLO) wines	Presentation Interactive course	10	
6. Luxury and ultra-premium spirits	Presentation Interactive course	2	
7. Sustainable brewing solutions	Presentation Interactive course	2	
8. Luxury Cafe	Presentation Interactive course	2	
9. Coffee sustainability dimensions	Presentation Interactive course	2	

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8.2 Seminar/ laboratory/ project	Teaching-learning	Number of hours	Remarks

	methods		
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	Lecture, Practical Applications, Teamwork	2	
3. Zero-waste luxury cocktail experience	Lecture, Practical Applications, Teamwork	2	
4. Eco-Friendly Ways to Make Coffee	Lecture, Practical Applications, Teamwork	2	
5. Carbon Footprint of Different Coffee Brewing Methods	Lecture, Practical Applications, Teamwork	2	

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1. Food & Beverage Tomorrow: Why are luxe brands embracing food and drink concepts, Insights, 2023, https://www.cbre.com/insights/articles/food-and-beverage-tomorrow-why-are-luxe-brands-embracing-food-and-drink-concepts
2. Rodriguez-Sanchez, Carla & Sellers-Rubio, Ricardo. (2020). Sustainability in the Beverage Industry: A Research Agenda from the Demand Side. Sustainability. 13. 186. 10.3390/su13010186.
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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.

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

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[1] Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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				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]	DA
							Attendance type[4]	DI

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	20
Additional documentation in libraries, specialized electronic platforms, and field research	20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	14
Tutorial	
Examinations	
Other activities………………………………..	4

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
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

Professional competences	**Cp.1** Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. **Cp.2** Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems. L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations. L.O. 2.4 Graduates will be capable of advising industrial units on designing and maintaining premium quality labeling and certification systems, ensuring consistency and excellence in high-end products and services. **Cp.5** Conduct inspections and tests of services, processes or products to assess quality. L.O. 5.2 Graduates will acquire the skills to inspect and monitor production processes, such as culinary workflows or smart system operations, to ensure consistency and identify areas for improvement. L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms. L.O. 5.5 Graduates will acquire the ability to evaluate and monitor the quality of tailored services and amenities provided to resort guests, ensuring alignment with luxury standards and individual preferences. **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. L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction. L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes. **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 objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships. L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration. L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry.

Transversal competences	Ct.1 Organize the team.
	    L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.
	    L.O. 1.2 Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings.
	Ct.4 Manage quality related aspects
	    L.O. 6.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.
	    L.O. 6.3 Graduates will master the ability to manage and implement quality certification processes, such as premium labeling systems, ensuring that hospitality products and services meet regulatory and brand-specific standards.
	    L.O. 6.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.
	    L.O. 6.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.

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	Exposure, interactive	1	video projector

management standards - ISO	course		
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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4. ISO 9001 – Sisteme de management al calității
5. ISO 14001 – Sisteme de management de mediu
6. ISO 22000 – Sisteme de management al siguranței alimentului
7. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului național de creștere a calității serviciilor hoteliere și de lansare a mărcii Q
8. Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism
9. Ordinul ministrului dezvoltării regionale și 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 și 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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7. ISO 9001 – Sisteme de management al calității

8. ISO 14001 – Sisteme de management de mediu

9. ISO 22000 – Sisteme de management al siguranței alimentului

10. Hotărârea Guvernului nr. 668/2003 privind aprobarea Programului na ional de creştere a calităţii serviciilor hoteliere şi de lansare a mărcii Q

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

12. 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 is appropriate to the expectations and requirements of representative employers in the field of tourism.

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

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

F03.1-PS7.2-01/ed.3, rev.6

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management 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	C 3	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 – Professional practice workbook		
3.2 Total number of hours of student activity		
3.3 Total number per semester	140	
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. • PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems. • PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs. • PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production. • PC5 Conduct inspections and tests of services, processes or products to assess quality. • PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team. • TC2 Assume a leadership role. • TC3 Manage material and financial resources • TC4 Manage quality related aspects • TC5 Ensure customer orientation.

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

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
Menu creation and cost control	Training Practice	70	
Culinary techniques II	Training Practice	70	

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

Tian, Y. (2015). Impact of Menu Designs and Personal Dietary Behaviors on Young Millennials' Restaurant Menu Choices.

Wang, Y. (2012). Designing restaurant digital menus to enhance user experience (Doctoral dissertation, Iowa State University).

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 were developed based on the specific needs that have been identified in the field of premium hospitality. The acquisition of the specified knowledge and the practical skills related to the specific activities carried out in a luxury gastronomy establishment are very useful for the quality of the master students training, contributing directly to the possibility of their immediate employment in executive or decision-making positions.

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.

This course outline was certified in the Department Board meeting on 12.09.2024 and approved in the Faculty Board meeting on ../.09.2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management 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	C 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		30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays		70
Tutorial		
Examinations		
Other activities – Professional practice workbook		10
3.2 Total number of hours of student activity	110	
3.3 Total number per semester	250	
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.
	• PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.
	• PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.
	• PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
	• PC5 Conduct inspections and tests of services, processes or products to assess quality.
	• PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team.
	• TC2 Assume a leadership role.
	• TC3 Manage material and financial resources
	• TC4 Manage quality related aspects
	• TC5 Ensure customer orientation.

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

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
Trends and innovation in hospitality	Training Practice	50	
Advanced culinary techniques	Training Practice	70	
Stewarding and food & beverage service	Training Practice	20	
Bibliographie Drucker, P. (2014). Innovation and entrepreneurship. Routledge. Farmer, N. (Ed.). (2013). Trends in packaging of food, beverages and other fast-moving consumer goods (FMCG): markets, materials and technologies. Elsevier.			

Fuller, G. W. (2016). New food product development: from concept to marketplace. CRC Press.

O'sullivan, M. (2016). A handbook for sensory and consumer-driven new product development: innovative technologies for the food and beverage industry. Woodhead Publishing.

C.M. Clyne, & V. Clyne (2015). Modern Buffet Presentation. John Wiley & Sons.

The Culinary Institute of America (2011). The Professional Chef. John Wiley & Sons.

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.

Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and beverage service. Hachette UK.

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 were developed based on the specific needs that have been identified in the field of premium hospitality. The acquisition of the specified knowledge and the practical skills related to the specific activities carried out in a gastronomy and/or accommodation establishment are very useful for the quality of the master students training, contributing directly to the possibility of their immediate employment in executive or decision-making positions.

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.

This course outline was certified in the Department Board meeting on 2. .09.2024 and approved in the Faculty Board meeting on 2.09.2024

1) Field of study — select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

2) Study level — choose from among: Bachelor / Master / Doctorat;

3) Course status (content) — for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course			Professional practice for dissertation drafting					
2.2 Seminar/ laboratory/ project convenor			Dissertation thesis coordinator					
2.3 Study year	II	2.4 Semester	IV	2.5 Evaluation type	C4	2.6 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		46
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays		100
Tutorial		20
Examinations		
Other activities – Professional practice workbook		

3.2 Total number of hours of student activity	166
3.3 Total number per semester	250
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.
	• PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.
	• PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.
	• PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
	• PC5 Conduct inspections and tests of services, processes or products to assess quality.
	• PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team.
	• TC2 Assume a leadership role.
	• TC3 Manage material and financial resources
	• TC4 Manage quality related aspects
	• TC5 Ensure customer orientation.

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

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.
	• 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
Field documentation at the gastronomic or accommodation establishment where the case study has been planned.	Project-Based Learning	84	
Identification of methods and solutions which prepare for the practical implementation of the case study.			
Documentation on electronic platforms/library			
Bibliographie			
Recommended by each dissertation thesis coordinator.			

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

Employers' relevant expectations have been identified regarding the development of practical implementation skills and application of the acquired knowledge in the field of engineering and management in luxury hospitality.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.1 Course	Determined by each dissertation thesis coordinator based on the model structure approved at the faculty level.	Determined by each dissertation thesis coordinator	100%

10.2 Minimal performance standard
• The minimum performance standard is assessed by each dissertation thesis coordinator.

This course outline was certified in the Department Board meeting on *12./09./25* and approved in the Faculty Board meeting on *12./09./25*

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1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and Management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and Management in Luxury Hospitality (in English)

2. Data about the course

2.1 Name of course			Dissertation drafting					
2.2 Seminar/ laboratory/ project convenor			PhD Assoc.Prof. Psychologist Laura CISMARU					
2.3 Study year	II	2.4 Semester	IV	2.5 Evaluation type	C	2.6 Course status	Content[3]	SC
					4		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		20
Additional documentation in libraries, specialized electronic platforms, and field research		70
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays		
Tutorial		
Examinations		20
Other activities – Professional practice workbook		

3.2 Total number of hours of student activity	110
3.3 Total number per semester	250
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. Specific competences

Professional competences	• PC1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.
	• PC2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.
	• PC3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.
	• PC4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
	• PC5 Conduct inspections and tests of services, processes or products to assess quality.
	• PC6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.
Transversal competences	• TC1 Organize the team.
	• TC2 Assume a leadership role.
	• TC3 Manage material and financial resources
	• TC4 Manage quality related aspects
	• TC5 Ensure customer orientation.

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

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
Documentation based on the bibliography recommended by the dissertation thesis coordinator, through the study of classical and electronic resources. Discussions on intellectual property, implementation costs, interest of possible beneficiaries.	Project-Based Learning Master students present the current status of their own dissertation thesis. The dissertation thesis coordinators provide practical solutions to	140	
Drawing up the plan for the dissertation thesis, in	problems encountered by		

stages. Drawing up and explaining the periodic visa form. Clarification of the documents to be completed for the dissertation.	the master students.		
Completion of the dissertation according to the structure approved by the faculty management. Carrying out the state of the art in the field. Writing the case study, based on the practice carried out for the dissertation. Completion of the dissertation with conclusions, future directions for research and appendices. Creation of the PowerPoint presentation of the dissertation and of the related drawings, if applicable.			
Bibliographie Recommended by each dissertation thesis coordinator.			

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

Employers' relevant expectations have been identified regarding the development of practical implementation skills and application of the acquired knowledge in the field of engineering and management in luxury hospitality.

10. Evaluation

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

10.2 Minimal performance standard
• The minimum performance standard is assessed by each dissertation thesis coordinator and accordingly communicated to the master student.

This course outline was certified in the Department Board meeting on 12./09./24 and approved in the Faculty Board meeting on 12./09/24.

3

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and tourism
1.3 Department	Food and tourism engineering and management
1.4 Field of study[1)	Engineering and management
1.5 Study level[2)	Master
1.6 Study programme/ Qualification	Engineering and management in 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	E	2.7 Course status	Content[3)	SC
							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	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. Specific competences and learning outcomes

Professional competences	**Cp1. Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.** L.O.1.1. Graduates will be able to use technologies such as sous-vide, spherification and 3D printing to optimize food preparation and create innovative preparations. L.O.1.2. Graduates will demonstrate the ability to integrate precision cooking technologies into operational flows to ensure the consistency and quality of final products. L.O.1.3. Graduates will have skills in the selection and use of advanced culinary equipment to support innovation and efficiency in luxury kitchens. **Cp2. Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.** L.O.2.1. Graduates will acquire skills to implement "zero waste" practices and promote sustainability in the sourcing and use of ingredients. L.O. 2.2. Graduates will be able to design menus that combine aesthetics, taste, and sustainability to enhance the customer experience. L.O.2.3. Graduates will have the ability to optimize warehousing and inventory management processes to minimize losses and increase operational efficiency.
Transversal competences	**Ct1. Organize the team.** L.O.1.1. Graduates will be able to coordinate teams in high-pressure environments, promoting collaboration and effective problem solving. L.O.1.2. Graduates will have the ability to communicate clearly and constructively with staff and customers, ensuring a high-quality experience. **Ct4. Manage quality related aspects.** L.O.2.1. Graduates will demonstrate the ability to analyze and improve culinary processes using principles of sustainability and technological innovation. L.O.2.2. Graduates will acquire skills to adapt to emerging trends in gastronomy and to integrate them into professional practice.

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	4	
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	4	
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	4	
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	8	
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	4	
6. Psychology of the high-end restaurant customer 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	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	

improvement.

Bibliography
1. Bocuse, Paul. The Complete Bocuse. 2020
2. Blumenthal, Heston. The Fat Duck Cookbook. 2022
3. Adria, Ferran. The Family Meal: Home Cooking with Ferran Adrià. 2018
4. Escoffier, Auguste. Guide Culinaire. 2020

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	8	
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	4	
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	8	
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	8	

Bibliography
1. Bocuse, Paul. The Complete Bocuse. 2020
2. Blumenthal, Heston. The Fat Duck Cookbook. 2022
3. Adria, Ferran. The Family Meal: Home Cooking with Ferran Adrià. 2018
4. Escoffier, Auguste. Guide Culinaire. 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 discipline Kitchen Engineering with Michelin stars correlates its contents with the expectations of epistemic communities, professional associations and employer's representative of the field of gastronomy of excellence, providing students with advanced skills in technological and conceptual innovation of culinary dishes, aligned with

international standards of fine dining and sustainability.

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.			

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);

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

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

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and tourism
1.3 Department	Food and tourism engineering and management
1.4 Field of study[1]	Engineering and management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and management in 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	E	2.7 Course status	Content[3]	SC
							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	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

Professional competences	**Cp3. Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.**
	L.O.3.1. Graduates will be able to create attractive visual compositions, using rules of proportion, symmetry and focus, to convey a story through plating and design.
	L.O.3.2. Graduates will develop the ability to combine textures such as crunchy, soft, frothy or gelatinous, with temperature variations, to create sensory-memorable dishes.
	L.O.3.3. Graduates will understand and apply the impact of colors and composition on consumers' emotions and taste perception, thus improving the aesthetic value and overall experience of the dishes.
	Cp4. Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
	L.O.4.1. Graduates will be able to develop and present dishes that reflect creativity and culinary identity, using visual design principles (plating), including chromatics, texture and aesthetic balance.
	L.O.4.2. Graduates will acquire the ability to manage available resources, using sustainable ingredients and reducing food waste, to optimize the costs and impact of preparations.
	L.O.4.3. Graduates will apply modern methods, such as sous-vide, spherification and the use of innovative equipment (e.g. pacojet, culinary torches), to create high-quality desserts and complex dishes.
Transversal competences	**Ct1. Organize a team**
	L.O.1.1. Creating menus adapted to contemporary trends and consumer preferences.
	Ct2. Manage personal evolution.
	L.O.2.1. Adapting to unforeseen situations, maintaining the quality of the dishes.
	L.O.2.2. Constant improvement of skills to remain competitive in the gastronomic market.

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.	Interactive lectures, narrative exposition, debates, case study,	4	

1.2. The evolution of plating from traditional to avant-garde. 1.3. The role of the first visual impression in the consumer experience	brainstorming		
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	4	
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	4	
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	4	
5. Visual composition and storytelling through plating: 5.1. Basic rules of visual composition (symmetry, proportions, focus). 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.	Interactive lectures, narrative exposition, debates, case study, brainstorming	4	
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	4	
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	4	

Bibliography
1. Keller, T. The French Laundry Cookbook. Artisan Books. 2022
2. Adria, F. The Family Meal: Home Cooking with Ferran Adrià. Phaidon Press. 2020
3. Will Goldfarb. Room for Dessert. Phaidon. 2022
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	4	
2. Creative plating exercises.	Hands-on demonstrations, collaborative learning, experiential learning	4	
3. Preparing classic desserts reinterpreted	Hands-on demonstrations, collaborative learning, experiential learning	4	
4. Decorating techniques using chocolate, sugar and fruit.	Hands-on demonstrations, collaborative learning, experiential learning	4	
5. Realization of a final project: design and execution of a complete menu with plating.	Hands-on demonstrations, collaborative learning, experiential learning	12	

Bibliography
1. Keller, T. The French Laundry Cookbook. Artisan Books. 2022
2. Adria, F. The Family Meal: Home Cooking with Ferran Adrià. Phaidon Press. 2020
3. Will Goldfarb. Room for Dessert. Phaidon. 2022
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 discipline *Plated and signature dishes and desserts* correlate its contents with the expectations of epistemic communities, professional associations and employers representative of the field of gastronomy of excellence, offering students advanced skills in technological and conceptual innovation of culinary dishes, aligned with international standards of fine dining and sustainability

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 *12./09/2024* and approved in the Faculty Board meeting on *12./09/2024*.

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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

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 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						
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	E	2.7 Course status	Content[3]	SC
							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	15
Additional documentation in libraries, specialized electronic platforms, and field research	15
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	23
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) și unități hoteliere.	14

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	• 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 and learning outcomes

<table>
<tr><td rowspan="5">Professional competences</td><td>

Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.

L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics.

Cp.3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.

L.O. 3.3 Graduates will acquire skills to design and optimize flexible luxury environments, such as modular hotel rooms or event spaces, that can be reconfigured to meet the specific needs and expectations of individual guests.

Cp.4 Develop processes and techniques for food production or preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.

L.O. 4.6 Graduates will demonstrate ability to design luxury spaces and environments for restaurants, cafes and other beverage related units that integrate cultural themes, eco-luxury elements, and guest-centric technologies.

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

L.O. 5.7 Graduates will be able to assess resort infrastructures and designs, focusing on sustainability features, biophilic integration, and their impact on guest well-being and satisfaction.

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<table>
<tr><td rowspan="6">Transversal competences</td><td>

Ct.2 Assume a leadership role.

L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.

Ct.3 Manage material and financial resources.

L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.

L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements

Ct.4 Manage quality related aspects.

L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to high standards expected in luxury hotels, restaurants, and cafes.

Ct.5 Ensure customer orientation.

L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.

L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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

<table>
<tr><td>

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-

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

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
1. 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	Lecture based on image projection, case studies, interactive debate and	6	–

the world of luxury hospitality.	multimedia.		
2. 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.		4	
3. 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 (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.		4	
4. 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.		4	
5. 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 -		8	

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.			
6. 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.	2		

Bibliography:

1. ARNHEIM, R., *Arta și percepția vizuală*, Ed. Meridiane, București, 1979;
2. CALEFATO, P., *Moda, corpo, mito. Storia, mitologia e ossessione del corpo vestito*, Ed. Castelvecchi, 1999;
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10. HACKING, J. (coord), *Fotografia. La storia completa*, Atlante, Bologna, 2013;
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17. MIHĂILESCU, T. (coord); IOAN, A., GHEORGHE, M., MORUZI, D., MIHAIL, H., BEBEȘELEA, G., MUNTEAN, C., PESCARU, O., CISAR, M., *România paralelă. Alienare și kitsch în arhitectură și spațiul public*, Ed. UniTBv, Brașov, 2016;
18. NEUFERT, E., *Manualul arhitectului. Elemente de proiectare și construcție*. Ed. Alutus, 2004;
19. PACURARU, D., *Arce stilistice sau despre stiluri și dinamica lor*, Ed. Albatros, București, 1987;
RHURBERG, K., SCHNECKENBURGER, M., FRICKE, Ch., HONNEF, K., *Art of the 20th Century*, Taschen, 2000;
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21. *, *Funcțiune și formă*, Ed. Meridiane, București, 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
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),	Practical activity, corrections, interactive discussions,	8	

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).	team work, guidance, documentation and research, image analysis and reporting on specific topics, analysis and debate of ideas and visions, brainstorming, technical explorations.		
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 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).		10	
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		10	

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.

Bibliography:

1. ARNHEIM, R., *Arta şi percepţia vizuală*, Ed. Meridiane, Bucureşti, 1979;
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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 "Gastronomic Engineering" 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 taking exams in the re-examinations / medically postponed / etc sessions at the course** *NATURE-INSPIRED ARCHITECTURE IN HIGH-END PROPERTIES (NIAHEP)* **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 (as file/document, not link!) 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.

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

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

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

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 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							
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	E	2.7 Course status	Content[3]	SC
							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	15
Additional documentation in libraries, specialized electronic platforms, and field research	15
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	23
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) și unități hoteliere.	14

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	• 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="5">Professional competences</td><td>Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.
L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics.</td></tr>
<tr><td>Cp.3 Analyze production processes in order to make improvements. Perform analysis to reduce production losses and overall manufacturing costs.
L.O. 3.3 Graduates will acquire skills to design and optimize flexible luxury environments, such as modular hotel rooms or event spaces, that can be reconfigured to meet the specific needs and expectations of individual guests.</td></tr>
<tr><td>Cp.4 Develop processes and techniques for food production or preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.
L.O. 4.6 Graduates will demonstrate ability to design luxury spaces and environments for restaurants, cafes and other beverage related units that integrate cultural themes, eco-luxury elements, and guest-centric technologies.</td></tr>
<tr><td>Cp.5 Conduct inspections and tests of services, processes or products to assess quality.
L.O. 5.7 Graduates will be able to assess resort infrastructures and designs, focusing on sustainability features, biophilic integration, and their impact on guest well-being and satisfaction.</td></tr>
<tr><td></td></tr>
<tr><td>6.2 Transversal competences</td><td>Ct.2 Assume a leadership role.
L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.

Ct.3 Manage material and financial resources.
L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.
L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements

Ct.4 Manage quality related aspects.
L.O. 4.1 Graduates will demonstrate ability to design and implement comprehensive quality assurance frameworks tailored to high standards expected in luxury hotels, restaurants, and cafes.

Ct.5 Ensure customer orientation.
L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.
L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.</td></tr>
</table>

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

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

		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

8.1 Course	Teaching methods	Number of hours	Remarks
1. 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	Lecture based on image projection, case studies, interactive debate and multimedia.	6	–

luxury hospitality.			
2. 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.		4	
3. 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 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.		4	
4. 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.		4	
5. 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,		8	

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.			
6. 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-beneficiary dialogue - representatives of various specialties - authorities, the importance of written and drawn pieces, the challenges in transforming the project into a built reality.		2	

Bibliography:

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22. Reviste de specialitate: *Zeppelin, Arhitext Design, Igloo, Domus, Arhitectura* etc; Internet.

8.2 Seminar/**laboratory**/project	Teaching-learning methods	Number of hours	Remarks

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.	8	
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, 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).		10	
Subject 3. The theme invites the students to an exercise of imagination		10	

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.

Bibliography:

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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 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 "Gastronomic Engineering" 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 taking exams in the re-examinations / medically postponed / etc sessions at the course** *ECO-LUXURY INTERIORS AND SUSTAINABLE MATERIALS (ELISM)* **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 (as file/document, not link!) 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.

This co............

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

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

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

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	Sensory evaluation of food and beverage						
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	C	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	5
Additional documentation in libraries, specialized electronic platforms, and field research	5
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	6
Tutorial	
Examinations	3
Other activities....................................	

3.7 Total number of hours of student activity	19
3.8 Total number per semester	75
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• Students must have basic skills in food quality analysis.
4.2 competences-related	• 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. Specific competences and learning outcomes

Professional competences	**Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.** L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations. L.O. 2.2 Graduates will demonstrate the ability to identify, analyze, and diagnose production inefficiencies in luxury hospitality operations, such as food preparation, artisan bakery production, and premium beverage manufacturing. L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems. L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes. **Cp.4 Develop processes and techniques for food production or food preservation. They engage in the design, development, construction and operation of industrial processes and techniques for food production.** L.O. 4.1 Graduates will be able to develop and implement innovative processes and techniques for high-end food production, ensuring efficiency, consistency, and adherence to luxury standards. **Cp.5 Conduct inspections and tests of services, processes or products to assess quality.** L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis. L.O. 5.2 Graduates will acquire the skills to inspect and monitor production processes, such as culinary workflows or smart system operations, to ensure consistency and identify areas for improvement. L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms. L.O. 5.4 Graduates will acquire the skills to validate the quality of high-end dishes, plated desserts, and specialty beverages, ensuring compliance with premium culinary and safety standards.

Ct.2 Assume a leadership role.

L.O. 2.1 Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.

Ct.3 Manage material and financial resources.

L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards.

L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.

L.O. 3.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.

L.O. 3.4 Graduates will acquire the skills to evaluate and select high-quality, sustainable materials for engineering luxury hospitality spaces, ensuring durability, aesthetic appeal, and cost-efficiency in alignment with project requirements.

Ct.4 Manage quality related aspects.

L.O. 4.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes.

L.O. 4.2 Graduates will acquire the skills to monitor and evaluate the production of artisan bakery, pastry, and premium beverages to ensure consistency and compliance with luxury quality benchmarks.

L.O. 4.3 Graduates will master the ability to manage and implement quality certification processes, such as premium labeling systems, ensuring that hospitality products and services meet regulatory and brand-specific standards.

L.O. 4.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties.

L.O. 4.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.

(left margin: Transversal competences)

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

7.1 General course objective	• The courses are designed to provide students with the knowledge and skills to become an effective sensory professional in food production and quality control.
7.2 Specific objectives	• Develop the practical skills necessary to set up their own discrimination tests, create a test protocol, apply real test procedures and interpret what the results mean for different food products. • Learn how to evaluate the sensory quality of food products using statistical descriptive analysis.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Theory of smell and taste perception, revision of fundamentals plus additional new information, trigeminal stimuli	Presentation Interactive course	4	
Cross modalities	Presentation Interactive course	4	
Flavour release depending on the existing matrix	Presentation	4	

	Interactive course		
Development of food chemistry sensors for "sensory science"	Presentation Interactive course	4	
Comparison of analytical sensory analysis and hedonic sensory analysis	Presentation Interactive course	4	
Hedonic sensory analysis: classical methods, current developments and new methods	Presentation Interactive course	4	
Analytical sensory analysis: Methods for determining best-before dates, simple descriptive testing – creating definitions as the basis for profile testing, qualitative descriptive analysis (profile testing), projective mapping	Presentation Interactive course	4	

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2. Herbert Stone, Rebecca N. Bleibaum, Heather A. Thomas, Sensory Evaluation Practices, Academic Press, 2020
3. Hildegarde Heymann, Harry T. Lawless, Sensory Evaluation of Food: Principles and Practices, Springer Science & Business Media, 2013
4. Sensory Analysis for Food and Beverage Quality Control. A Practical Guide. A volume in Woodhead Publishing Series in Food Science, Technology and Nutrition. Book ◘ 2010
5. The Stability and Shelf Life of Food. A volume in Woodhead Publishing Series in Food Science, Technology and Nutrition. Book ◘ Second Edition ◘ 2016
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8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Basic Tasting Techniques and focus on Flavour Recognition	Case studies. Applications	2	
Basic Tasting Techniques and focus on Rank Rating	Case studies. Applications	2	
Advanced Training with a focus on Descriptive Tasting	Case studies. Applications	2	
Basic Training for Professional Evaluation	Case studies. Applications	2	
Food Specific Sensory Training	Case studies. Applications	2	
Focused training on main off-flavours and taints	Case studies. Applications	2	
Training on off-flavours which appear after production	Case studies. Applications	2	
Training on flavours that are making a product so special	Case studies. Applications	2	
Background information on the problem of aroma	Case studies. Applications	2	

defects			
Demonstration of common aroma defects in different foods	Case studies. Applications	2	
Flavour Descriptive Terminology and Time Intensity Measurement: Learn the different flavour profiles, methods, different descriptive terminology, and how flavour is enhanced by the environment.	Case studies. Applications	2	
Demonstrate how to conduct common sensory analysis techniques	Case studies. Applications	2	
Apply sensory analysis techniques to determine a food product's shelf life	Case studies. Applications	2	
Design sensory analysis experiments to achieve a particular goal	Case studies. Applications	2	

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9. Falcó, J. M., Sánchez-García, E., Marco-Lajara, B., Millán-Tudela, L. A., & Popescu, C. R. (2024). Exploring Eco-Friendly Approaches: Case Studies of Environmental Management in Wineries. In C. Popescu, J. Martínez-Falcó, B. Marco-Lajara, E. Sánchez-García, & L. Millán-Tudela (Eds.), Building Sustainable Human Resources Management Practices for Businesses (pp. 74-91). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-1994-9.ch005

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.

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

Note:

[1] Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

²⁾ Study level – choose from among: Bachelor / Master / Doctorat;

³⁾ Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

⁴⁾ Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

⁵⁾ One credit is the equivalent of 25 study hours (teaching activities and individual study).

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and Tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in english)

2. Data about the course

2.1 Name of course			Circular economy in gastronomy and hospitality							
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	II	2.5 Semester	III	2.6 Evaluation type	C	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	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	3
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	2
Tutorial	2
Examinations	2
Other activities....................................	0

3.7 Total number of hours of student activity	19
3.8 Total number per semester	75
3.9 Number of credits[5]	3

4. Prerequisites (if applicable)

4.1 curriculum-related	• Technologies in the Food Industry, Hospitality in tourism
4.2 competences-related	• Identification, description and appropriate use of food science specific notions; sustainability.

5. Conditions (if applicable)

5.1 for course development	• Lecture room equipped with projection system; internet connection.
5.2 for seminar/ laboratory/ project development	• Raw and auxiliary materials, technological schemes, gowns, specific equipment.

6. Specific competences

Professional competences	**Cp.1 Performs detailed food processing operations** L.O. 1.1 The graduate performs precise food processing operations, paying particular attention to all stages to create a quality product. L.O. 1.2 The graduate monitors temperature throughout the food and beverage manufacturing process. L.O. 1.3 The graduate applies specific regulations related to food and beverage manufacturing. **Cp.2. Check the quality of raw materials** L.O. 2.1 The graduate evaluates the quality of a certain type of food or drink, depending on appearance, smell, taste, aroma and so on. L.O. 2.2 The graduate recommends possible improvements and comparisons with other products. L.O. 2.3 The graduate ensures the quality of all factors involved in the food production process. L.O. 2.4 The graduate applies and follows the national, international and domestic requirements mentioned in the standards, regulations and other specifications related to food and beverage manufacturing. L.O. 2.5 The graduate applies specific regulations related to food and beverage manufacturing
Transversal competences	**Ct.1 Takes responsibility and shows determination** L.O. 1.1 The graduate accepts responsibility and liability for his own decisions and professional actions, or for those delegated to others. L.O. 1.2 The graduate demonstrates a commitment of undertaking difficult and sustained actions. L.O. 1.3 The graduate demonstrates the ability to immediately assume the tasks resulting from the professional activities. **Ct.2 Leads quality control, approaches challenges positively** L.O. 2.1 The graduate adjusts the projects ore the product parts so that they fulfill the requirements. L.O. 2.2 The graduate adopts a positive attitude and a constructive approach to challenges. L.O. 2.3 The graduate thinks analytically, using logic and reasoning to identify the strengths and weaknesses of alternative solutions.

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

7.1 General course objective	• To provide students with fundamental knowledge about the principles of the circular economy and their applicability in the gastronomic and hospitality sectors. • To develop skills for adopting sustainable practices in supply chains and operations within the gastronomic and hospitality fields. • To promote innovation and efficient resource management to minimize waste. • To encourage the use of modern technologies to optimize processes and reduce environmental impact.
7.2 Specific objectives	• Identifying strategies for reducing food waste within hospitality establishments. • Integrating circular economy principles into menus, culinary preparations, and services. • Analyzing and implementing recycling and resource reuse systems in professional kitchens. • Evaluating the impact of operational decisions on the environment and the economic sustainability of businesses. • Developing innovative business models based on the circular economy in the

	HORECA sector.		

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to the Circular Economy: Concepts and Principles	Lecture, presentation, dialogue, debate	2	
2. The Circular Economy in the Context of Gastronomy and Hospitality	Lecture, presentation, dialogue, debate	2	
3. Life Cycle Analysis of Food and Products Used in Gastronomy	Lecture, presentation, dialogue, debate	2	
4. Strategies for Reducing Food Waste in Restaurants and Hotels	Lecture, presentation, dialogue, debate	2	
5. Circular Menu Design: Optimizing Ingredients and Utilizing Surplus	Lecture, presentation, dialogue, debate	2	
6. Identifying Opportunities for Food Byproduct Utilization	Lecture, presentation, dialogue, debate	4	
7. Waste Management in Gastronomy and Hospitality Units	Lecture, presentation, dialogue, debate	2	
8. Recycling and Resource Reuse in Professional Kitchens	Lecture, presentation, dialogue, debate	2	
9. Implementing Green Technologies in the HORECA Industry	Lecture, presentation, dialogue, debate	2	
10. Alternative Energy Sources for Restaurants and Hotels	Lecture, presentation, dialogue, debate	2	
11. Circular Economy and Social Impact: Engaging Local Communities	Lecture, presentation, dialogue, debate	2	
12. Impact of Regulations and Public Policies on the Circular Economy	Lecture, presentation, dialogue, debate	2	
13. The Future of the Circular Economy in Hospitality: Trends and Challenges	Lecture, presentation, dialogue, debate	2	

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8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Assessment of Food Waste Flows in a Gastronomic Unit	Lecture, Practical Applications, Teamwork	2	
2. Measuring Resource Losses (Energy, Water, Food)	Lecture, Practical Applications, Teamwork	2	

3. Designing a Sustainable Menu Based on Circular Economy Principles	Lecture, Practical Applications, Teamwork	2	
4. Monitoring and Reducing Food Waste in a Restaurant Kitchen	Lecture, Practical Applications, Teamwork	2	
5. Testing Composting Processes for Food Waste	Lecture, Practical Applications, Teamwork	6	
6. Identifying Opportunities for Food Byproduct Utilization	Elaboration, Presentation, Discussions	2	
7. Case Study: Sustainability Analysis of a HoReCa Chain	Lecture, Practical Applications, Teamwork	2	
8. Applying Circular Design Concepts in Kitchen Layouts	Lecture, Practical Applications, Teamwork	2	
9. Cost-Benefit Analysis for Implementing Circular Solutions	Lecture, Practical Applications, Teamwork	2	
10. Case Study: Impact of Suppliers on Sustainability	Lecture, Practical Applications, Teamwork	2	
11. Digital Technologies for the Circular Economy	Lecture, Practical Applications, Teamwork	2	
12. Designing a Circular Model for a Hospitality Unit	Elaboration, Presentation, Discussions	2	

Bibliography

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3. Sustainable Restaurant Association. (2018). The Sustainable Restaurant Handbook: How to Run a Restaurant That's Good for the Planet. Sustainable Restaurant Association. ISBN: 978-1-9997171-0-3.

4. Jones, P., Hillier, D., & Comfort, D. (2016). Sustainability in the Global Hotel Industry. International Journal of Contemporary Hospitality Management, 28(1), 36-67. 5. Baldassarre, B., Calabretta, G., Bocken, N. M. P., & Jaskiewicz, T. (2019). Bridging Sustainable Business Model Innovation and User-Driven Innovation: A Process for Sustainable Value Proposition Design. Journal of Cleaner Production, 215, 149-162.

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

The content of the discipline is consistent with the demands of the specific national professional associations.

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. • Building logical responses and supporting them with evidence. • Ability to propose effective solutions for complex situations. • Meeting requirements and providing accurate answers.	Oral evaluation	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.	Colloquium	30%

10.6 Minimal performance standard

- Completion of a project: Designing a Circular Model for a Hospitality Unit.
- Understanding of the fundamental concepts covered in the course.
- Passing the laboratory colloquium.
- Ability to express ideas coherently and logically.
- Addressing each subtopic in the exam and passing with a minimum grade.

This course outline was certified in the Department Board meeting on 12./09./2024 and approved in the Faculty Board meeting on 12./09./2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

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

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

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

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