

Transilvania University of Braşov, Romania

Study program: Gastronomic Engineering (in English)

Syllabus for ERASMUS + students

Faculty: Food and tourism

Study period: 2 years (master)

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Ethics and communication	DA	English	3	1	-	-	-

Course description (Syllabus): Ethics and communication; Scientific method, scientific thinking; Plagiarism and copyright. Databases. Academic writing (citation, paraphrasing, references); Argumentation and proof in technical and professional writing; Ethics and communication in food industry. Evolving paradigms; Technical and professional communication

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Psychology of human nutrition	PHN	English	6	2			2

Course description (Syllabus): human temperament and eating behaviour; correlations between introversion/extraversion and emotional stability/instability and the human eating behaviour; correlations between personality traits and eating behaviour; gender differences reflected in human nutrition; attachment patterns reflected within the human eating behaviour; emotions and eating behaviour; the somatotype and human nutrition; intelligence and creativity - correlations with the human eating behaviour; eating disorders; students self-testing and reflective writing tasks.

Course title	Code	Language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Planning and design of culinary spaces	PLA	English	6	2	-	-	2

Course description (Syllabus): – Introduction to architecture, planning and design – concepts, terminology, structure-style-symbol relationship in architecture and design; Vitruvian Attributes - Stabilitas/Firmitas (strength, safety, meanings) - Utilitas (function, meanings) - Venustas (expressiveness, beauty, harmony, kitsch; meanings) as applied to culinary spaces; elements of diagrammatic compositional analysis (line-plane-volume-module-landmark-rhythm-hierarchy) as applied to culinary spaces; low-tech / high-tech dichotomy: exploring the relationship of building materials/structural systems – purpose/function/ergonomics (kitchen, circulations, sanitary spaces, annexes, flows and circulations of specific equipment) – form/expression in design/architecture and applications in the planning and design of culinary spaces; furnishing principles, fundamentals of lighting and basic elements of color theory (relationships between the properties of light and the characteristics of color) as applied to the destination and characteristics of specific culinary spaces.

- Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Creative processes and culinary contemporary technologies	CPCT	English	5	2	-	2	-

Course description (Syllabus): Organization, management and control of the production process in public catering units as well as the use of modern and creative culinary technologies. Identifying and arguing the basic principles for the technological arrangement of kitchens in public catering units; Characterization of technological flows for groups of

culinary preparations. Justification of qualitative transformations and defects indicating remedial possibilities. Preparation of recipes and calculation of technological losses

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Food waste management	FWM	English	5	2	-	1	-

Course description (Syllabus): The course main objective is the student to understanding the problems regarding the recovery of waste and by-products that result in the technological processes of obtaining food products. The studied chapters will help to understand the importance of the recovery of waste and by-products resulting in a significant proportion in food technological processes. Understanding the role of the technologist in the food industry in managing technological operations as well as monitoring technological parameters. Knowledge of the processes that are the basis for obtaining the food products. Interpretation of technological schemes and description of technologies for processing the by-products resulting from the technological processes of food products. Characterization of finished products. Understanding the role and importance of the recovery of by-products in the food industry.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
HALAL and KOSHER - Concept implementation in gastronomy	HKC	English	5	2	1	-	-

Course description (Syllabus): Developed in order to provide an interactive course of gastronomic anthropology for the students of Food&Tourism Faculty from the Transilvania University of Brasov, as part of a Master course studying the Halal and Kosher food, the paper suggests diverse points of view, both mobile and well documented, on concepts specific to this research.1.The concept of Halal in Islam? Why halal food? 2.General guide for halal food3.The role of Halal food ingredients 4. Rules for slaughtering Halal animals 5.Market Size and Major Market Development for Halal Industry 6.The basic principles of Islamic finance.7.Emerging sectors of Halal subservices. 8.The kosher concept and the social-economic implications.9. Kosher and Non-Kosher foods 10.General Guide to Kosher Foods

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Social approaches to food and beverage culture	SAFBC	English	5	1	2	-	-

Course description (Syllabus): Cultural dimension of food industry; Culture through food. Culinary discourse; Sociology of taste. Social representations and food; Urban practices, gastronomy and the new creative class; Sustainable food revolution.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Digital and social media in gastronomy and hospitality		English	5	1	2	-	-

Course description (Syllabus): Digital communication: New web technologies from Web 1.0 to Web 5.0; Communicating foods. Communicating culture through food. Web space content management in gastronomy and hospitality industry; Collaborative consumption. Digital platforms for collaborative gastronomy; Digital experiences, web 2.0-web 5.0 in gastronomy and hospitality industry; New digital platforms in gastronomy and hospitality industry; Managing and monitoring digital and social media tools.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Culinary tourism – Gastronomic routes	ctgr	English	5	2	2	-	-

Course description (Syllabus): Exploring traditional cuisines as a valuable cultural heritage. The connection between food, identity and community. The importance of preserving and passing on recipes and cooking techniques. The evolution of food preparation methods over time. The role of raw, cooked and fermented foods in different cultures. The importance of culinary diversity and respect for traditions. The role of food in the construction of national identity and nationalist discourse. Exploitation of traditional cuisines for political purposes. The importance of promoting inclusive culinary diversity. The role of food in the transmission of family traditions and memory.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Circular economy in gastronomy and hospitality	CEG	English	5	2	2	-	-

Course description (Syllabus): Waste reduction: Implement composting and recycling programs in hotels, restaurants, and other tourism establishments. Reduce the use of single-use plastic. Promote sustainable and reusable products for tourists.

Resource efficiency: Efficient use of water and energy in tourist establishments. Use of renewable energy sources. Reducing food waste. Sustainable transport: Promote public transport, walking and cycling for tourists. Support airlines and tour operators using low carbon fuels. Offsetting carbon emissions from tourist travel. Encouraging tourists to adopt sustainable practices during their travels. Work with the tourism industry to promote the circular economy.

Course title	Code	language of instruction	No. of credits	Number of hours (total)
Professional practice I		English	5	140

Course description (Syllabus): Introduction to nutrition and dietetics (training & practice); Occupational health and hygiene practices (training & practice).

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Management systems of food safety quality	MSFSQ	English	5	1	2	-	-

Course description (Syllabus): Quality – concepts, objectives, features; Quality in gastronomy – general notions and concepts; Quality management – concepts, functions and purpose; Quality management principles. Total quality management; Quality management in gastronomy – objectives. Quality tourism policies and strategies; Tools of quality management and food security in gastronomy: HACCP, SAFE, Quality brands

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Certified production and quality systems in gastronomy	CPQSG	English	5	1	2	-	-

Course description (Syllabus): Certification of quality management services and systems. Quality audit; Quality management in gastronomy versus food certification; Organic certification, BIO; Certification of quality management services and systems. Quality audit

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Strategic management and marketing	SMM	English	5	1	-	-	2

Course description (Syllabus): Trends in food marketing (Collaborative economy. Circular economy. The experience economy); Food consumer psychology and behaviour (Generational theory. Profile of the modern food consumer. Factors influencing the food consumer behaviour); The basic trinomial model within the strategic marketing; segmentation-targeting-positioning (Market segmentation strategies for food products. Classic segmentation

variables. Psychographic segmentation variables. Behavioural segmentation variables. Designing strategic segmentation models); Targeting and positioning strategies in the food market; Human resources management strategies; Strategic models that can be used in food marketing (Matrix Threats, Opportunities, Weaknesses, Strengths. Ansoff Matrix. Boston Consulting Matrix 1. Boston Consulting Matrix 2. General Electric Matrix).

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Marketing communications and consumer culture	MCCC	English	5	1	-	-	2

Course description (Syllabus): Marketing research (Classification of marketing research. Marketing research design. Qualitative research methods. Design techniques. Trends in hospitality research); Promotion of food products, of food and gastronomy businesses. Promotion sub-mix (advertising techniques, sales promotion, public relations, professional selling); Branding and brand promotion in the food and gastronomy sector (Phases in branding. Brand architecture. Brand promotion - emotional resonance with the consumer); The basic trinomial model within the strategic marketing: segmentation-targeting-positioning (Market segmentation strategies for food products. Classic segmentation variables. Psychographic segmentation variables. Behavioural segmentation variables. Designing strategic segmentation. Targeting and positioning strategies in the food market. Designing strategic positioning models).

Course title	Code	language of instruction	No. of credits	Number of hours (total)
Professional practice II		English	5	140

Course description (Syllabus): Asset and inventory management (training & practice); Culinary techniques (training & practice).

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Food additives	FA	English	5	2	-	1	-

Course description (Syllabus): The course presents knowledge on: the role of additives in food and food technologies; the appropriate use of food additives; the methods used for identification and dosage of food additives in different products specific to the specialisation; some alternatives in the field of food preservation; biochemical transformations of additives with their limits during food processing, safety regulations, product safety.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Nutritional innovation in bakery and confectionary products		English	5	2	-	2	-

Course description (Syllabus): – The objective of the course is to familiarize the students with various technological techniques that are used to enhance the nutritional quality of bakery and confectionary products. Provide an understanding of the main phenomena that occur during the bakery and confectionary productions process. Provide a multi-disciplinary approach to knowledge to be able to judge the goodness of the choices in the development of new products. The student should be able to understand the technical possibilities on the one hand and legislative possibilities on the other, in order to be able to modify products with greater attention to the nutritional and environmental sustainability side.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Sensory evaluation of food	SEF	English	5	1	-	2	-

Course description (Syllabus): The courses are designed to provide students with the knowledge and skills to become an effective sensory professional in food and beverage production and quality control. By the end of this course,

students should be able to 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. Moreover, students will learn how to evaluate the sensory quality of food products using statistical descriptive analysis.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Flavour science	FS	English	5	1	-	2	-

Course description (Syllabus): The courses are designed to provide students with the knowledge and skills to become an effective sensory professional in food and beverage production and quality control. By the end of this course, students should be able to 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. Moreover, students will learn how to evaluate the sensory quality of food products using statistical descriptive analysis.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Business strategy and entrepreneurship	BSE	English	5	2			1

Course description (Syllabus): Creating an integrative and entrepreneurial vision of businesses; Development of the innovative and creative spirit of businesses; Developing the ability to analyse and synthetise in an entrepreneurial context; Developing the ability to forecast and control economic processes; Carrying out business plans in specific field; Acquiring specific methods and techniques for business evaluation and management.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Investment and project analysis	INV	English	5	2	-	-	1

Course description (Syllabus): – Creating an integrative and entrepreneurial vision of investments; Development of the innovative and creative spirit of business; Developing the ability to analyse and synthetise in an entrepreneurial context; Developing the ability to forecast and control economic processes; Carrying out investment plans in specific field; Acquiring specific methods and techniques for investments evaluation and management.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Fundamentals of spirits production, tasting and serving	FSPTS	English	5	2	-	1	-

Course description (Syllabus): Spirits and liqueurs of the world; Fundamentals of distilled wine production, tasting and serving; Fundamentals of gin and rum production, tasting and serving; Fundamentals of whisky production, tasting and serving; Fundamentals of vodka production, tasting and serving; Fundamentals of distilled fruits production, tasting and serving; Liqueurs preparation and serving; Alcoholic cocktails preparation and serving; Peering spirits and liquors with snacks and food

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Fundamentals of alcoholic beverages production, tasting and serving	FABPTS	EN	5	2	-	1	-

Course description (Syllabus): Alcoholic beverages of the world; The basic of wine and sparkling wine production; Fundamentals of wine and sparkling wine serving & tasting; The basic of cider production; Fundamentals of cider serving & tasting; The basic of beer production; Fundamentals of beer serving & tasting; Other alcoholic beverages (rice wine, mead) production and serving; Peering alcoholic beverages and food.

Course title	Code	language of instruction	No. of credits	Number of hours (total)
Professional practice III		English	5	140

Course description (Syllabus): Menu creation and cost control (training & practice); Culinary techniques II (training & practice).

Course title	Code	language of instruction	No. of credits	Number of hours (total)
Professional practice IV		English	10	140

Course description (Syllabus): Gastronomic trends and innovation (training & practice); Advanced culinary techniques (training & practice); Stewarding and food & beverage service (training & practice).

Course title	Code	language of instruction	No. of credits	Number of hours (total)
Professional practice for dissertation drafting		English	10	84

Course description (Syllabus): Field documentation at the gastronomic establishment where the case study has been planned; Identification of methods and solutions which prepare for the practical implementation of the case study; Documentation on electronic platforms/library.