UNIVERSITATEA DE ŞTIINŢE AGRICOLE ŞI MEDICINĂ VETERINARĂ CLUJ-NAPOCA
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No._____of _____ **USAMV form 0708010319**

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine Cluj Napoca
1.2. Faculty	Food Science and Technology
1.3. Department	Food products Engineering
1.4. Field of study	Food products Engineering
1.5.Cycle of study[1]	Master
1.6.Specialization/ Study programme	Gastronomy, Nutrition and Dietetics
1.7. Form of education	Full time

2. Information on the discipline

2.1. Name of the discipline	Menu engineering							
2.2. Course coordinator				-				
2.3. Seminar/ laboratory/ project coordinator				Prof. Phd. Adriana Paucean Lecturer Phd. Chis Simona				
2.4. Year of study	I	2.5. Semester	**II**	2.6. Type of evaluation	summative	2.7. Discipline status	Content[2]	DS
							Compulsoriness [3]	DF ac

3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	2	out of which: 3.2. lecture	-	3.3. seminar/ laboratory/ project	2
3.4.Total number of hours in the curriculum	28	Out of which: 3.5.lecture	-	3.6.seminar/project	28
Distribution of the time allotted					hours
3.4.1. Study based on book, textbook, bibliography and notes					25
3.4.2. Additional documentation in the library, specialized electronic platforms and field					25
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					20
3.4.4.Tutorials					42
3.4.5.Examinations					10
3.4.6. Other activities					
3.7. Total hours of individual study	122				
3.8. Total hours per semester	150				
3.9. Number of credits[4]	6				

4. Prerequisites (is applicable)

4.1. curriculum-related	Food chemistry and biochemistry, Gastronomy and catering
4.2. skills-related	Quality of raw materials used in gastronomy Basic culinary techniques and hand tools Knowledge of the technology of preparation of different groups of culinary preparations

5. Conditions (if applicable)

5.1. for the lecture	

	-
5.2. for the seminar/ laboratory/ project	Laboratory. Videoproiector. In the case of the didactic activity carried out online, the teaching methods are adapted

6. Specific competences acquired

Professional competences	C2.1 Identification of specific gastronomic techniques and technologies for implementation in profile units C3.2Use of specialized knowledge in the field of gastronomic production and nutrition in order to develop and optimize projects C3.3 Trans and interdisciplinary application of the methodology specific to the design of new products
Transversal competences	CT1 Realization of complex, interdisciplinary, individual projects

7. Course objectives (based on the list of competences acquired)

7.1. Overall course objective	Organizing and leading the menu optimization process in public catering units (catering units, restaurants)
7.2. Specific objectives	• Identifying and arguing the notions regarding the composition of a menu • Preparation of the cost price of the parts and calculation of the related profit • Marketing, promotion and advertising of menu dishes in order to increase profitability

8. Content

8.1. LECTURE **Number of hours – 0**	Teaching methods	Observations

8.2. PRACTICAL WORK **8.2.1 SEMINAR** **Number of hours – 14**	Teaching methods	Observations
Menu engineering process. The profit impact in the Horeca industry	Lecture, Conversation; Explication	2 lectures
Menus- categories and subcategories	Lecture, Conversation; Explication	1 lecture
Profitability and population quadrants	Lecture, Conversation; Explication	1 lecture
Menu design	Lecture, Conversation; Explication	1 lecture
Marketing, promotion and advertising for the menu dishes	Lecture, Conversation; Explication	2 lectures
8.2.2 PROJECT **Number of hours – 14**		

Restaurant menu design	Lecture, Conversation; Explication	2 project sessions
Menu templates in restaurants - case studies	Lecture, Explanation, Case Study	1 project session
Menu profit - case studies	Problematization, algorithmization, case study,	1 project session
Elaboration of case studies regarding menu engineering	heuristic conversation	2 project sessions
Project presentation - knowledge verification	Conversation, Explanation, Individual study	1 project session

Compulsory bibliography:

1. *Paucean Adriana, 2011, Principii de baza in tehnica culinara, Ed. Risoprint Cluj-Napoca*
2. *Paucean Adriana, Man Simona, Gastronomy and catering - course support*
3. *Parjol, Gabriela si altii, Tehnologie culinara, manual, Ed. Didactica si Pedagogica,1997, Bucuresti*
4. *Berechet, Gabriela, 2006, Manualul practic al bucatarului, ed. Centrul National de Invatamant Turistic, Bucuresti*

Facultative bibliography

1. *Florea, C, Belous, M, 2004, Organizarea evenimentelor si banquetingului in structure de primire, ed. Centrul National de Invatamant Turistic, Bucuresti*
2. *Segal, Rodica si altii, Valoarea nutritiva a produselor agroalimentare, Ed. Ceres, 1983, Bucuresti*
3. *Vizireanu, C., Istrati, D., 2006, Elemente de gastronomie şi gastrotehnie, Editura Fundaţiei universitare "Dunăreade Jos ", Galaţi.*
4. **** Hotarare de Guvern privind aprobarea normelor de igiena a produselor alimentare, MO 866/2002*

9. Corroborating the course content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

Course content is consistent with national professional associations specific applications

10. Assessment

Type of activity	10.1. Assessment criteria	10.2. Assessment methods	10.3. Percentage of the final grade
10.4.	-	-	-
10.5. Seminar/Project	Acquired skills, involvement and interest in conducting case studies	Continuous evaluation	30%
	Presentation of the portfolio related to case studies	Oral examination / Presentation ppt	70%
10.6. Minimum performance standards			
Knowledge of basic principles in menu engineering. Elaboration and presentation of case studies according to the requirements of the discipline. Obtaining the passing grade (minimum 5) in the evaluations within the discipline is a condition of passability. The final grade is the average of the evaluations carried out during the course and the project and must be equal to or greater than 5.			

[1] Level of study- to be chosen one of the following - Bachelor/Post graduate/Doctoral

[2] Course regime (content) – for bachelor level it will be chosen one of the following - **DF** (fundamental subject), **DD** (subject in the domain), **DS** (specific subject), **DC** (complementary subject).

[3] Course regime (compulsory level) - to be chosen one of the following - **DI** (compulsory subject), **DO** (optional subject), **DFac** (facultative subject)

[4] One ECTS is equivalent with 25-30 de hours of study (didactical and individual study).

Seminar/Project coordinator
Prof.PhD. Adriana Păucean
Assoc. Prof. PhD. Simona Maria Man

Filled in on
6.09.2021

Course coordinator
-

Subject coordinator
Prof. PhD. Adriana Păucean

Approved by the Department on
22.09.2021

Head of the Department
Prof. PhD. Sevastița Muste

Approved by the Faculty Council on
28.09.2021

Dean
Prof. PhD. Elena Mudura