


ASIGNATURA DE INTEGRADORA BIS

1. Competences	To develop and manage a gastronomic concept through the diagnosis of culinary potential, menu engineering, representative Mexican and international cuisine, financial and strategic management tools, and applicable regulations to strengthen the gastronomic sector and contribute to the economic development of the area.
1. Term	Tenth
2. Theory hours	0
3. Practical hours	30
4. Total hours	30
5. Weekly hours	2
6. Objective	The student will demonstrate the competence of developing and managing a gastronomic concept through the diagnosis of culinary potential, menu engineering, representative Mexican and international cuisine, financial and strategic management tools and applicable regulations to strengthen the gastronomic sector and contribute to development. economic area.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
I. Planning of the gastronomic project	0	20	20
II. Development of the gastronomic project	0	10	10
Total	0	30	30


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LEARNING UNITS

1. Learning Unit	I. Planning of the gastronomic project
2. Theoretical Hours	0
3. Practical Hours	20
4. Total	20
5. Objective	The student will plan a gastronomic concept for its implementation.


Topic	knowledge	Skills	Values
Definition of the gastronomic concept		Determine the gastronomic concept.	Analytical Systematic Critical thinking Responsibility Discipline Organized Objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative

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Topic	knowledge	Skills	Values
Menu selection. Selection of gastronomic offer		Integrate food and beverage proposals. of gastronomic offer	Analytical Systematic Critical thinking Responsibility Discipline Organized Objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative
Design of the gastronomic concept offer.		Integrate the design proposal of the gastronomic concept. Integrate the menu of the gastronomic	Analytical Systematic Critical thinking Responsibility Discipline Objective Organized Target Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative

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Topic	knowledge	Skills	Values
Administrative, legal and financial planning		<p>Integrate the operating budget.</p> <p>Integrate the design and diagrams of the processes of the functional areas.</p> <p>Integrate the organizational philosophy.</p> <p>Integrate the strategic, tactical and operational plan.</p> <p>Integrate the job profile. Integrate the legal form, procedures and permits of the business.</p>	<p>Analytical</p> <p>Systematic</p> <p>Critical thinking</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>Target</p> <p>Respect</p> <p>Honest</p> <p>Ethical</p> <p>Assertive</p> <p>Punctuality</p> <p>Self-control</p> <p>Self motivation</p> <p>Creative</p> <p>Proactive</p> <p>Innovative</p>
Management of material resources		<p>Integrate the supplier catalog and purchasing logistics.</p>	<p>Analytical</p> <p>Systematic</p> <p>Critical thinking</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>Objective</p> <p>Respect</p> <p>Honest</p> <p>Ethical</p> <p>Assertive</p> <p>Punctuality</p> <p>Self-control</p> <p>Self motivation</p> <p>Creative</p> <p>Proactive</p> <p>Innovative</p>

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EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>The student will develop the planning of a gastronomic project and will deliver a portfolio of evidence that includes the following:</p> <p>A) Gastronomic concept:</p> <ul style="list-style-type: none"> - Introduction - Justification that any of the following elements of the culinary heritage of Mexico are considered: methods and techniques, representative ingredients, as well as uses and customs. - Description of the type of establishment - Design style - Gastronomic trend - Menu proposal and its standard recipes - Atmosphere trends: - Color harmony - Lining material - Illumination design - Decoration objects - Sound system - Conclusion <p>B) Menu of the gastronomic offer:</p> <ul style="list-style-type: none"> - Colour - Typefaces and placement of texts on the letter - Materials of the letter according to the operability and regulations: - Top - Paper - Description of the dishes on the menu 	<ol style="list-style-type: none"> 1. Analyze a gastronomic concept in which the culinary heritage of Mexico is considered. 2. Analyze the food and beverage proposal. 3. Identify the elements of the gastronomic concept. 4. Analyze the financial, administrative, legal and material factors of the gastronomic concept 	<p>Project Rubric</p>

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<p>- Justification of each of the elements considering the gastronomic concept</p> <p>C) Operating budget:</p> <ul style="list-style-type: none"> - Sales budget - Production budget - Budget of raw materials - Labor Budget - Budget of operating expenses - Cost of sales budget - Marginal and opportunity analysis <p>D) Planning of the operation of the functional areas:</p> <ul style="list-style-type: none"> - Organizational philosophy. - Mission - View - Values - Goals - Policies - Design of the processes of the functional areas - Diagram of the processes of the functional areas - Planning strategies and their justification - Strategic, tactical and operational plan for: <ul style="list-style-type: none"> - Functional areas - Production - Human capital - Financial - Marketing - Profile of staff positions <p>E) Resource management plan</p>		
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INTEGRADORA BIS

TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Project-based learning Collaborative teams Group discussion	Multimedia equipment Computer Internet

LEARNING SPACE

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


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LEARNING UNITS

1. Learning Unit	II. Development of the gastronomic project
2. Theoretical Hours	0
3. Practical Hours	10
4. Total	10
5. Objective	The student will develop the proposal of the gastronomic concept to contribute to the culinary offer.

Topic	knowledge	Skills	Values
Presentation of the gastronomic offer		Prepare a menu tasting. Present the menu tasting. Present the business model.	Analytical Systematic Critical thinking Responsibility Discipline Organized Objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative

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Topic	knowledge	Skills	Values
Evaluation of the gastronomic project		Integrate the financial analysis. Integrate an evaluation report of the operation process. Propose improvement actions and recommendations.	Analytical Systematic Critical thinking Responsibility Discipline Organized Objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative

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INTEGRADORA BIS

EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>The student will develop the gastronomic project and deliver a portfolio of evidence that includes the following:</p> <p>A) Business model</p> <p>A) Suppliers catalog B) Updated price list C) Purchasing logistics D) Checklist of dishes made according to standard recipes. E) Presentation checklist according to BUFF F) Financial Analysis: - Profitability of the establishment of A and B. - Liquidity of the establishment of A and B. - Leverage of the establishment of A and B. - Indebtedness</p> <p>- G) Evaluation of the operation process: - Data grouping with the affinity and tree diagram - Cause-effect relationship with the diagram of relationships and activities - Sequence and time of a process with the arrow diagram - Relationship of two variables with the matrix L - Opportunity areas of the operation H) Proposal for improvement actions</p>	<ol style="list-style-type: none"> 1. Analyze suppliers and purchasing logistics. 2. Understand a business model 3. Understand the menu test procedure. 4. Analyze the basic financial statements. 5. Identify areas of opportunity in the operation process. 	<p>Project Rubric</p>

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INTEGRADORA BIS

TEACHING-LEARNING PROCESS

Methods and teaching techniques	Teaching aids and materials
Project-based learning Collaborative learning Group discussion	Multimedia equipment Computer Internet

LEARNING SPACE


Classroom/virtual classroom	Languages Lab/Work shop	Company
X		

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CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT


Capability	Performance Criteria
Diagnose the gastronomic potential of the area through the determination of culinary trends, gastronomic culture, and inputs to design a gastronomic proposal.	<p>Prepare the diagnosis of the gastronomic potential of the area and integrate a report with the following:</p> <p>A) Characteristics of the area:</p> <ul style="list-style-type: none">- geographical and climatological characteristics- characteristics of flora and fauna- demographic characteristics- socioeconomic characteristics- social influences- customs and habits <p>B) culinary trends that impact the area of influence:</p> <ul style="list-style-type: none">- diner preferences- gastronomic currents <p>C) inventory of the gastronomic culture of the region:</p> <ul style="list-style-type: none">- traditional dishes and drinks- available inputs- culinary methods and techniques

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Capability	Performance Criteria
<p>Design a gastronomic proposal considering the diagnosis of the gastronomic potential of the area, the types of cuisines, the engineering of food and beverage menus, as well as the applicable regulations, to satisfy market needs and promote gastronomic culture.</p>	<p>Present a gastronomic proposal that integrates the following:</p> <p>A) General data</p> <ul style="list-style-type: none"> - Gastronomic concept: infrastructure, furniture, environments: music, decoration, theme, materials, lighting, colorimetry, major, minor and complementary equipment. - Justification of the selected gastronomic trends and trends <p>B) Engineering of food and beverage menus of traditional Mexican cuisine and international cuisine:</p> <ul style="list-style-type: none"> - By Course meal: entrees, soups, main dishes, desserts. - By type of food: poultry, meat, fish and shellfish. - By techniques: fatty and non-fatty - Cocktails and wines <p>C) Standard menu recipes</p>

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Capability	Performance Criteria
<p>Develop innovative gastronomic proposals of traditional and international Mexican cuisine through the culinary methods and techniques of traditional Mexican cuisine, representative international cuisine, service protocols, plate assembly techniques, mixology techniques and considering the safety and hygiene regulations for contribute to the achievement of the established goals.</p>	<p>Present a gastronomic proposal of traditional Mexican and representative international cuisine that integrates the following:</p> <p>*) Present the dishes and drinks of traditional Mexican cuisine:</p> <p>a) Dishes:</p> <ul style="list-style-type: none"> - Culinary methods and techniques - Supplies - Traditional presentation - Organoleptic characteristics <p>b) Drinks:</p> <ul style="list-style-type: none"> - Elaboration techniques - Supplies - Traditional presentation - Organoleptic characteristics <p>c) Service in the dining room: quality of service, food and beverage service to diners and assembly.</p> <p>*) Present the dishes and drinks of contemporary cuisine:</p> <p>a) Innovative dishes:</p> <ul style="list-style-type: none"> - Culinary trend - Culinary methods and techniques - Supplies - Presentation: BUFF, color, textures, flavor, geometric shapes and temperature. <p>b) Drinks:</p> <ul style="list-style-type: none"> - Trend - Elaboration techniques - Flavor - Supplies - Presentation: color, textures, garnishes and density.

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Capability	Performance Criteria
	<p>c) Service in the dining room: quality of service, beverage service, wine service, food service to diners and assembly.</p> <p>*) Present the dishes and drinks representative of international cuisine:</p> <p>a) Dishes:</p> <ul style="list-style-type: none"> - Culinary methods and techniques - Supplies - Traditional presentation - Organoleptic characteristics <p>b) Drinks:</p> <ul style="list-style-type: none"> - Elaboration techniques - Supplies - Traditional presentation - Organoleptic characteristics <p>c) Service in the dining room: quality of service, wine service, food service to diners and assembly.</p> <p>*) Safety and hygiene regulations checklist</p>

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Capability	Performance Criteria
<p>Evaluate the gastronomic proposal based on menu engineering, preparation of dishes and drinks, customer service and supervision and control tools to establish corrective actions and comply with quality standards.</p>	<p>Evaluate the gastronomic proposal and integrate a report:</p> <p>A) Engineering of food and beverage menus of traditional Mexican cuisine and international cuisine:</p> <ul style="list-style-type: none"> - Presentation of the menu: concept attached to the culinary trend - Conformation of the menu - Content: dishes and drinks according to the proposed trend. - Standard recipes. <p>B) Preparation of dishes and drinks of traditional cuisine and Mexican haute cuisine, and international cuisine:</p> <p>Dishes:</p> <ul style="list-style-type: none"> - Culinary methods and techniques - Supplies: according to the organoleptic characteristics and quality standards - Presentation - Organoleptic characteristics <p>Drinks:</p> <ul style="list-style-type: none"> - Elaboration techniques - Supplies: according to the organoleptic characteristics and quality standards - Presentation - Organoleptic characteristics <p>C) Customer service:</p> <ul style="list-style-type: none"> - Quality in the service - Food and beverage service to diners - Assembly. <p>D) Checklists on the hygienic preparation of food and beverages.</p>

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Capability	Performance Criteria
<p>Diagnose human, material, technical and financial resources through the analysis of positions and functionality of the equipment, basic financial statements, and applicable regulations to determine and optimize resources.</p>	<p>Prepare the diagnosis of the resources and integrate the report with the following:</p> <p>A) Human Resources:</p> <ul style="list-style-type: none"> - Job analysis: functions, skills, abilities, aptitude, attitude, and job profile - Diagnosis of training needs <p>B) Material resources:</p> <ul style="list-style-type: none"> - Inventories of facilities, equipment, and raw materials: use, handling, usefulness, and probable life. <p>C) Financial Resources:</p> <ul style="list-style-type: none"> - Cost analysis of: production and operation - Basic financial statements: internal controls of the functional areas <p>D) Technical Resources:</p> <ul style="list-style-type: none"> -Software -The establishment's menu -Inventories -Process engineering <p>E) Applicable regulations:</p> <ul style="list-style-type: none"> -License and operating permits.

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Capability	Performance Criteria
<p>Plan human, material, technical and financial resources considering the diagnosis of resource needs, applicable regulations, strategic planning tools and organizational development, as well as the preparation of budgets and indicators, for the fulfillment of the organization's objectives.</p>	<p>Prepare the planning and integrate a report with the following:</p> <p>A) Organizational philosophy</p> <p>B) Objectives: operational, tactical and strategic.</p> <p>C) Plans and programs of the functional areas: lines of action, contingencies, and critical control points:</p> <ul style="list-style-type: none"> - human resources: induction and training of personnel - Material resources: purchases, supplies, infrastructure, and preventive and corrective maintenance - financial resources: income and expenditure budgets and projections <p>D) Process engineering:</p> <p>I. Operational manuals for kitchen, warehouse, purchasing, customer service area, bar, comptroller's office and administration:</p> <ul style="list-style-type: none"> - Functions, objectives, scope and responsible unit - Organizational structure of the areas - Regulatory framework - Functional areas - Times and movements of the areas - Flow diagrams of the areas: kitchen, warehouse, shopping, dining room, bar, comptroller, and administration - Schedule of activities - Applicable formats - Establish critical control points <p>E) Checklists of functional areas.</p> <p>F) Establish indicators of the functional areas:</p> <ul style="list-style-type: none"> - Production - Performance - Quality

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Capability	Performance Criteria
<p>Coordinate human, material, technical and financial resources considering the planning and applicable regulations, using accounting, financial, administrative and quality management tools to achieve the established goals.</p>	<p>Coordinate the operation of the areas and delivers the operation report that contains:</p> <ul style="list-style-type: none"> - Degree of compliance with the indicators of: <ul style="list-style-type: none"> - production - performance - quality - Degree of compliance with the internal controls of the functional areas. - Procedures checklists. - Logs of functional areas - Incident report
<p>Evaluate the administration of resources through the analysis of results, evaluation tools and considering the applicable regulations to determine improvement strategies continuous and decision making.</p>	<p>Evaluates resource management and submits a report containing:</p> <p>I. Results:</p> <p>a) Human resources:</p> <ul style="list-style-type: none"> - staff performance evaluation - Compliance with production, performance and quality indicators of the functional areas. - working environment <p>b) Material and technical resources:</p> <ul style="list-style-type: none"> - Functionality and physical condition audit report of the facilities and equipment. <p>c) Financial Resources:</p> <ul style="list-style-type: none"> - Basic financial statements <p>d) Regulations</p> <ul style="list-style-type: none"> - compliance with applicable regulations <p>II. Proposal for improvement: preventive and corrective actions</p>

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REFERENCES


Author	Year	Title	City	Country	Editorial
Blanca Nieto	(2004)	<i>Cocina tradicional mexicana</i>	D.F.	México	Selector
Heriberto García Rivas	(2006)	<i>Cocina prehispánica mexicana</i>	D.F.	México	Panorama
Aguilar, S. A. de Ediciones	(2008)	<i>La gran cocina Mexicana: 200 platillos tradicionales</i>	D.F.	México	Santillana
Novo, salvador	(2010)	<i>Historia gastronómica de la ciudad de México</i>	D.F.	México	Porrúa
Tony Botella	(2010)	<i>Cocinar al vacío</i>	Madrid	España	Akal
Pablo San Román	(2013)	<i>Sabor a ti, cocina mexicana contemporánea</i>	DF	México	Planeta
Enrique Olvera	(2011)	<i>La Milpa</i>	México	México	
Tzyy-MianSoong	(2007)	<i>El libro de cocina china</i>	Madrid	España	Mandala ediciones
La cocina japonesa y Nikkei	(2009)	<i>La cocina japonesa y Nikkei</i>	Madrid	España	EuroMéxico
Terry Tan		<i>El libro de la auténtica cocina tailandesa</i>	Barcelona	España	Blume
Boué, Vincent; Delorme, Hubert; McLachlan	(2010)	<i>Enciclopedia de la gastronomía Francesa</i>	Barcelona	España	Blume
Nestor Luján, Perucho Juan	(2003)	<i>El libro de la cocina española: gastronomía e historia</i>	Madrid	España	Tusquets editores
VVAA	(2011)	<i>Cocina italiana paso a paso</i>	Madrid	España	Parragon
Fernando Castellón	(2007)	<i>El Gran Libro de los Cócteles</i>	Madrid	España	El Drac
Contreras Delgado, Camilo. Ortega,	(2005)	<i>Bebidas y Regiones, Historia e impacto de la</i>	México	D.F.	Plaza y valdés editores

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Author	Year	Title	City	Country	Editorial
Isabel		<i>cultura ética en México</i>			
David F. Muñoz Negrón	(2009)	<i>Administración de operaciones. Enfoque de administración de procesos de negocios</i>	Distrito Federal	México	Cengage Learning
Humberto Gutiérrez Pulido	(2010)	<i>Calidad total y productividad</i>	Distrito Federal	México	McGraw-Hill
Emilio Martínez Moya	(2007)	<i>Gestión de compras. Negociación y estrategias de aprovisionamiento</i>	Madrid	España	Fund. Confemetal
James P. Johnson	(2012)	<i>Administración de compras y abastecimientos</i>	D.F.	México	McGraw Hill
Perdomo A.	(2009)	<i>Análisis e interpretación de estados financieros.</i>	México D.F	México	Thompson Learning
Héctor Delgado Castillo	(2007)	<i>Análisis de estados financieros: finanzas para "no financieros" e interpretación para toma de decisiones</i>	México D.F	México	Trillas
Summer D.	(2006)	<i>Administración de la calidad.</i>	México D. F.	México	Pearson Educacion
Ramirez, C. C.	(2006)	<i>Administrando la calidad para el cambio.</i>	México D. F.	México	Limusa
Analía Martini	(2007)	<i>Ingeniería de menú. Método de optimización para la operación gastronómica</i>	Buenos Aires	Argentina	FEHGRA (Federación Empresaria y Hotelera gastronómica de la República Argentina)
Jesús Felipe Gallego	(2008)	<i>Marketing para hoteles y restaurantes en los nuevos escenarios</i>	Madrid	España	Paraninfo

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Luis Eduardo Montes Ortega	(2009)	<i>Diseño y gestión de cocinas</i>	Madrid	España	Ediciones Díaz de Santos
Hill entwistle	(2001)	<i>Diseño con Luz en bares y restaurantes</i>	DF	México	Mc Graw Hill
Aurora Cuito	(2006)	<i>Nuevos Bares y Restaurantes</i>	Madrid	España	A. Asppan S.L.
Lourdes Münch.	(2005)	<i>Planeación Estratégica</i>	México, D.F.	México	Trillas
Robbins Coulter	(2009)	<i>Administración</i>	México, D.F.	México	Pearson
Idalberto Chiavenato	(2011)	<i>Administración de Recursos Humanos</i>	México, D.F.	México	Mc Graw Hill

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