


### ASIGNATURA DE CONCEPTOS GASTRONÓMICOS BIS

<b>1. Competences</b>	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.
<b>1. Term</b>	Ninth
<b>2. Theory hours</b>	20
<b>3. Practical hours</b>	25
<b>4. Total hours</b>	45
<b>5. Weekly hours</b>	3
<b>6. Objective</b>	The student will develop a gastronomic concept considering design styles, atmosphere trends, distribution of spaces and equipment to make up a gastronomic offer.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
<b>I. Gastronomic concepts</b>	15	10	25
<b>II. Facilities and equipment</b>	5	15	20
<b>Total</b>	<b>20</b>	<b>25</b>	<b>45</b>


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## LEARNING UNITS

<b>1. Learning Unit</b>	<b>I. Gastronomic concepts</b>
<b>2. Theoretical Hours</b>	15
<b>3. Practical Hours</b>	10
<b>4. Total</b>	35
<b>5. Objective</b>	The student will propose gastronomic concepts to expand the offer of food and beverage establishments.


Topic	knowledge	Skills	Values
Classification of gastronomic establishments	<p>Identify the classification of the types of gastronomic establishments:</p> <p>Gourmet Specialty Ethnic Convenient Family Industrial</p> <p>Recognize the types of service</p> <p>Recognize the markets for services, gastronomic products and the target market</p>	Determine the type of gastronomic establishment according to the target market.	<p>Analytical Systematic Critical thinking Responsibility Discipline Organized objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative</p>

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Topic	knowledge	Skills	Values
Food and drink menu design elements	<p>Identify the basic elements of the design of a food and beverage menu:</p> <ul style="list-style-type: none"> <li>- effects of color in the design of a letter</li> <li>- materials of the letter according to the operability:</li> <li>- printed</li> <li>- cover and back cover</li> <li>- fonts and placement of texts on the letter</li> <li>- electronic media</li> </ul> <p>Identify the structure of writing a food and drink letter:</p> <ul style="list-style-type: none"> <li>- writing titles</li> <li>- description of cymbals</li> </ul> <p>Identify the applicable regulations.</p>	<p>Write titles and descriptions of dishes on food and drink menus.</p> <p>Propose food and drink menus according to the characteristics of gastronomic concepts.</p>	<p>Analytical Systematic Responsibility Discipline Organized objective Ethical Assertive Teamwork Punctuality Work under pressure Self-control Efficient</p>
Design styles in gastronomic spaces menu types.	<p>Identify the characteristics of design styles in gastronomic spaces:</p> <ul style="list-style-type: none"> <li>• Classics</li> <li>• Contemporary</li> </ul> <p>Identify trends in design styles in gastronomic spaces.</p> <p>Recognize menu types.</p>	<p>Determine the type of design according to the type of establishment</p> <p>Determine type of menu.</p>	<p>Analytical Systematic Critical thinking Responsibility Discipline Organized objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative</p>

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Topic	knowledge	Skills	Values
Elements and trends of ambience	<p>Identify the elements of interior design in service areas of gastronomic spaces, their principles:</p> <ul style="list-style-type: none"> <li>- Harmonies of color: color palette, warm, cold, visual perception and its psychological effects.</li> <li>-Lining materials: steel, aluminum, wood, ceramic materials, plastics, synthetic products, carpets, stones, cork, rubber and leather.</li> <li>-Illumination design</li> <li>-Decorative objects: pictures, paintings, sculptures, photos, lamps, curtains, rugs, cushions, plants and flowers.</li> <li>-Sound: sounds, acoustics, music and volume.</li> </ul>	<p>Propose a gastronomic concept</p> <p>Determine the type of setting according to the establishment</p>	<p>Analytical Systematic Critical thinking Responsibility Discipline Organized objective I respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative</p>

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## EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>Based on a project, you will design a gastronomic concept proposal that includes:</p> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Justification</li> <li>- Description of the type of establishment</li> <li>- Design style</li> <li>- Menu proposal</li> <li>- Atmosphere trends:</li> <li>- Color harmony</li> <li>- Lining material</li> <li>- Illumination design</li> <li>- Decoration objects</li> <li>- Sound system</li> <li>- Conclusion</li> </ul>	<ol style="list-style-type: none"> <li>1. Identify the classification of gastronomic establishments</li> <li>2. Analyze the styles of design of gastronomic spaces</li> <li>3. Analyze the trends in the setting of gastronomic spaces.</li> </ol>	<p>Project Rubric</p>

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# CONCEPTOS GASTRONÓMICOS BIS

## TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Collaborative teams Research Project-based learning	Computer Multimedia equipment Photographic camera Printed material Internet

## LEARNING SPACE

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


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# CONCEPTOS GASTRONÓMICOS BIS


## LEARNING UNITS

<b>1. Learning Unit</b>	<b>II. Facilities and equipment</b>
<b>2. Theoretical Hours</b>	10
<b>3. Practical Hours</b>	25
<b>4. Total</b>	35
<b>5. Objective</b>	The student will propose the distribution of spaces, furniture and equipment of gastronomic establishments for the optimization of the operation

Topic	knowledge	Skills	Values
Distribution of spaces and areas in gastronomic establishments	<p>Identify the regulations applicable to gastronomic establishments:</p> <ul style="list-style-type: none"> <li>- Civil protection</li> <li>- Health Secretary</li> </ul> <p>Recognize the interior areas of a gastronomic establishment:</p> <ul style="list-style-type: none"> <li>- Service</li> <li>- Rest, reception or waiting</li> <li>- Toilet</li> <li>- Production</li> <li>- Stock</li> </ul> <p>Recognize the elements of the capacity calculation</p> <p>Recognize workflows, times and movements.</p>	<p>Determine the distribution of the service and production areas of a gastronomic establishment</p> <p>Determine the operability of a gastronomic establishment.</p>	<p>Analytical</p> <p>Systematic</p> <p>Critical thinking</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>objective</p> <p>I 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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Topic	knowledge	Skills	Values
Furniture and equipment	<p>Identify types and characteristics of furniture in the functional areas of gastronomic spaces.</p> <p>Recognize the operation of major and minor equipment of food and beverage establishments.</p> <p>Identify the applicable regulations for the installation of furniture and equipment in the food and beverage industry</p> <p>Identify the elaboration of scale diagrams for the distribution of furniture, equipment, and spaces.</p>	<p>Select the furniture and equipment according to the style of the gastronomic establishment.</p> <p>Diagram the distribution of functional spaces, furniture, and equipment.</p>	<p>Analytical Systematic Critical thinking Responsibility Discipline Organized objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation Creative Proactive Innovative</p>


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## EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>Based on a practical case of a gastronomic concept, the student will prepare a proposal for the distribution of spaces, furniture, and equipment, which includes:</p> <ul style="list-style-type: none"><li>- Introduction</li><li>- Justification</li><li>- Workflows, times and movements</li><li>- Scale diagram of furniture and equipment distribution.</li><li>- Capacity calculation</li><li>- Applicable regulations</li><li>- Proposal of furniture and equipment: brand, model, measurements, and material</li></ul>	<ol style="list-style-type: none"><li>1. Analyze the regulations applicable to gastronomic establishments</li><li>2. Identify furniture and equipment</li><li>3. Analyze the applicable regulations for the installation of equipment and furniture</li></ol>	Project Rubric

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## LEARNING SPACE


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*CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH  
CONTRIBUTE TO THE SUBJECT*


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

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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"> <li>- Gastronomic concept: infrastructure, furniture, environments: music, decoration, theme, materials, lighting, colorimetry, major, minor and complementary equipment.</li> <li>- Justification of the selected gastronomic trends and trends</li> </ul> <p>B) Engineering of food and beverage menus of traditional Mexican cuisine and international cuisine:</p> <ul style="list-style-type: none"> <li>- By Course meal: entrees, soups, main dishes, desserts.</li> <li>- By type of food: poultry, meat, fish and shellfish.</li> <li>- By techniques: fatty and non-fatty</li> <li>- Cocktails and wines</li> </ul> <p>C) Standard menu recipes</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"> <li>- Presentation of the menu: concept attached to the culinary trend</li> <li>- Conformation of the menu</li> <li>- Content: dishes and drinks according to the proposed trend.</li> <li>- Standard recipes.</li> </ul> <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"> <li>- Culinary methods and techniques</li> <li>- Supplies: according to the organoleptic characteristics and quality standards</li> <li>- Presentation</li> <li>- Organoleptic characteristics</li> </ul> <p>Drinks:</p> <ul style="list-style-type: none"> <li>- Elaboration techniques</li> <li>- Supplies: according to the organoleptic characteristics and quality standards</li> <li>- Presentation</li> <li>- Organoleptic characteristics</li> </ul> <p>C) Customer service:</p> <ul style="list-style-type: none"> <li>- Quality in the service</li> <li>- Food and beverage service to diners</li> <li>- Assembly.</li> </ul> <p>D) Checklists on the hygienic preparation of food and beverages.</p>

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## REFERENCES

Author	Year	Title	City	Country	Editorial
Quesada Castro	(2008)	<i>Elementos Del Turismo</i>	Costa Rica	Costa Rica	EUNED
Editorial Vértice	(2008)	<i>Gestión de hoteles Hostelería y turismo</i>	MADRID	ESPAÑA	Editorial Vértice
Montes Ortega, Luis Eduardo Lloret Fernández, Irene López Fernández-Santos, Miguel Angel	(2018)	<i>Diseño y gestión de cocinas. 3a Ed.: Manual de higiene alimentaria aplicada al sector de la restauración</i>			Diaz de santos
Broto, Carles/ Camerma	(2016)	<i>EL color en la arquitectura</i>			Pluton
Jesús Felipe Gallego	(2008)	<i>Marketing para Hoteles y Restaurantes en los Nuevos Escenarios</i>	Madrid	España	Paraninfo
Luis Eduardo Montes Ortega	(2009)	<i>Diseño y gestión de cocinas</i>	Madrid	España	Ediciones Díaz de Santos
Virginia Mcleod	(2008)	<i>Diseño de Cocinas Modernas</i>	Madrid	España	Parramón
Pascual Laza Muñoz	(2015)	<i>Ofertas gastronómicas</i>	Madrid	España	Sintesis
López Vilalta Isabel	(2014)	<i>Diseño de hoteles y restaurantes</i>	Barcelona	España	Links/Structure
Lopez Vilalta Isabel	(2014)	<i>Diseño de hoteles y restaurantes</i>	Barcelona	España	Links/Structure
Broto Carles	(2007)	<i>Nuevo diseño en bares y restaurantes</i>	Barcelona	España	Links
Angos Vallejo Gabriel	(2016)	<i>Diseño de procesos de servicios de restauración</i>	Madrid	España	Paraninfo
Hill entwistle	(2001)	<i>Diseño con Luz en bares y restaurantes</i>	DF	México	Mc Graw Hill

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