


ASIGNATURA DE INGENIERÍA DE MENÚ 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	Eighth
2. Theory hours	36
3. Practical hours	24
4. Total hours	60
5. Weekly hours	4
6. Objective	The student will develop a proposal for the positioning of a food and beverage establishment through menu engineering tools, analysis of profitability and popularity, as well as positioning strategies to contribute to the profitability and competitiveness of a gastronomic concept.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
I. La carte design	18	12	30
II. Dishes profitability and popularity	18	12	30
Total	36	24	60


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LEARNING UNITS

1. Learning Unit	I. La carte design
2. Theoretical Hours	18
3. Practical Hours	12
4. Total	30
5. Objective	The student will propose the design elements of food and drink menus to represent the identity of a gastronomic concept.

Topic	knowledge	Skills	Values
Gastronomic concept and menu elements	Identify the menu engineering concept. Describe the term of gastronomic concept. Recognize the elements and structure of a food and drink menu.		Analytical Systematic Responsibility Discipline Organized objective Ethical Assertive Punctuality

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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"> - effects of color in the design of a letter - materials of the letter according to the operability: - printed - cover and back cover - fonts and placement of texts on the letter - electronic media <p>Identify the structure of writing a food and drink letter:</p> <ul style="list-style-type: none"> - writing titles - description of cymbals <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>

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EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>From a project, you will propose the design elements of a food and beverage menu that includes:</p> <ul style="list-style-type: none">- Colour- fonts and placement of texts on the menu- Materials of the menu according to the operability and regulations:- Cover and back cover- Printed- Electronic media- Description of the dishes on the menu- Justification of each of the elements considering the gastronomic concept	<ol style="list-style-type: none">1. Understand the term gastronomic concept and menu engineering2. Identify the elements and structure of the food and beverage menu3. Analyze the elements of the design and writing of the food and beverage menu in relation to the gastronomic concept.	Project Rubric

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TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Collaborative teams Case analysis Project-based learning	Computer Multimedia equipment Printed material Internet

LEARNING SPACE

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


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LEARNING UNITS

1. Learning Unit	II. Dishes profitability and popularity
2. Theoretical Hours	18
3. Practical Hours	12
4. Total	30
5. Objective	The student will propose positioning strategies for the profitability of a gastronomic concept.

Topic	knowledge	Skills	Values
Dish profitability and popularity	<p>Identify the concepts:</p> <ul style="list-style-type: none"> -Food and beverage profitability -Popularity of food and beverages <p>Recognize the cost determination process of the recipe.</p> <p>Recognize sale price.</p> <p>Recognize the breakeven point</p> <p>Identify the Boston Consulting Group (BCG) matrix.</p>	<p>Determine the popularity of dishes from food and beverage establishments.</p> <p>Determine the profitability of dishes from food and beverage establishments.</p> <p>Determine Food and Beverage Positioning Using the BCG Matrix</p>	<p>Analytical</p> <p>Systematic</p> <p>Responsibility</p> <p>Discipline</p> <p>Organized</p> <p>objective</p> <p>Ethical</p> <p>Assertive</p> <p>Teamwork</p> <p>Punctuality</p> <p>Work under pressure</p> <p>Self-control</p> <p>Efficient</p>

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Topic	knowledge	Skills	Values
Positioning strategies of the food and beverage establishment	<p>Recognize the marketing mix.</p> <p>Explain the concept of positioning strategies, their types, and applications:</p> <ul style="list-style-type: none"> - Market penetration strategy - Product development strategy - Market development strategy - Market diversification strategy 	Propose strategies for the positioning of food and beverage establishments in markets.	Analytical Systematic Responsibility Discipline Organized objective Ethical Assertive Teamwork Punctuality Work under pressure Self-control Efficient

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EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a food and beverage establishment project, the student will prepare a report that includes:</p> <ul style="list-style-type: none">-Description of the practical case-Profitability and popularity-Development strategies-Justification of the selected strategies- Conclusions	<ol style="list-style-type: none">1. Identify the concept of profitability and popularity.2. Analyze the income statement and breakeven point3. Understand the elaboration of the BCG matrix4. Understand the marketing mix5. Understand development strategies	Project Rubric

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TEACHING-LEARNING PROCESS

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TRAINING FACILITIES


Classroom/virtual classroom	Languages Lab/Work shop	Company
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CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT


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 current. <p>B) Engineering of food and beverage menus of traditional Mexican cuisine and international cuisine:</p> <ul style="list-style-type: none"> - By course meals: 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>Presents 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 high Mexican 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 - Taste - Supplies - Presentation: color, textures, garniture, and density. <p>c) Service in the dining room: quality of service, beverage service, wine service, food service to diners and assembly.</p>

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Capability	Performance Criteria
	<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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REFERENCES

Author	Year	Title	City	Country	Editorial
Jorge Lara Martinez	(2017)	<i>Técnicas Gerenciales para la administración de restaurantes</i>	Ciudad de Mexico	Mexico	Editorial Limusa
Carlos Flavian, Carmina Fandos	(2011)	<i>Turismo Gastronomico. Estrategia de Marketing y Experiencias de Éxito</i>	Zaragoza	España	Prensa de la Universidad de Zaragoza
Carlos Durón García	(2011)	<i>Ingeniería de menú</i>	D.F.	México	Trillas
Wang Shaoquiang	(2014)	<i>Eat and Go</i>		EUA	Promopress
Jose Maria Cubillo Pinilla	(2014)	<i>Estrategia de Marketing Sectorial</i>	Sevilla	España	ESIC

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