


ASIGNATURA DE PATRIMONIO CULINARIO DE MÉXICO 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	Seventh
2. Theory hours	25
3. Practical hours	50
4. Total hours	75
5. Weekly hours	5
6. Objective	The student will diagnose the culinary potential of the region through the design and application of data collection techniques and instruments and the characterization of the socioeconomic, cultural and gastronomic aspects, to promote and preserve the culinary heritage of Mexico.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
I. Fundamentals of the Heritage of Mexico.	10	20	30
II. Culinary Heritage of Mexico.	15	30	45
Total	25	50	75


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LEARNING UNITS

1. Learning Unit	I. Fundamentals of the Heritage of Mexico.
2. Theoretical Hours	10
3. Practical Hours	20
4. Total	30
5. Objective	The student will collect information to determine culinary potential.

Topic	knowledge	Skills	Values
Generalities of the cultural heritage of Mexico.	<p>Identify the concept of cultural heritage by UNESCO.</p> <p>Identify the classification of cultural heritage:</p> <ul style="list-style-type: none"> - Tangible - Intangible <p>Identify the concept of Mesoamerica</p> <p>Identify civilizations that made up Mesoamerica:</p> <ul style="list-style-type: none"> - Zapotec - Mayans - Aztecs or Mexica - Olmecs - Toltec 	Document the contributions of the civilizations of Mesoamerica	Analytical Systematic Critical thinking Responsibility Discipline Organized objective Respect Honest Ethical Assertive Punctuality Self-control Self motivation
Origin and evolution of the Culinary Heritage of Mexico	<p>Identify the following eras:</p> <ul style="list-style-type: none"> - Prehispanic - Viceregal - Porfiriato - Revolution - Contemporary 	Document the contributions of each era	

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Topic	knowledge	Skills	Values
Prehispanic foods, uses and customs	<p>Identify the basis of the diet of the pre-Hispanic era.</p> <p>Identify utensils for food preparation</p> <p>Explain food preparation techniques</p> <p>Explain food preservation methods</p> <p>Explain the Moctezuma Banquet Ceremony</p> <p>Explain the organization and operation of the Tlatelolco market</p>	<p>Classify the pre-Hispanic diet:</p> <ul style="list-style-type: none"> - Vegetables - Fruits - Ground animals - Entomophagy - Aquatic animals - Seeds - Flowers <p>(The idea is that the student becomes familiar with the products of each of these groups).</p>	
Culinary heritage of Mexico and its importance globally	<p>Identify Traditional Mexican Cuisine, as Intangible Cultural Heritage of Humanity by UNESCO.</p> <p>Identify Products with Designation of Origin</p> <p>Identify programs and activities that help promote gastronomic tourism in Mexico:</p> <ul style="list-style-type: none"> - Magic towns - Gastronomic routes - Markets and tianguis 		

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EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>Based on a project, you will prepare a socioeconomic diagnosis of your region that includes:</p> <ul style="list-style-type: none">- Location- Records of pre-Hispanic, viceregal, Porfiriato, revolution and contemporary heritage.- Main economic activities- Migration groups- Conclusions	<ol style="list-style-type: none">1. Identify the elements of the culinary heritage, their origin and evolution.2. Identify the classification of Cultural Heritage.3. Analyze the socioeconomic aspects of Mexico.4. Make the diagnosis.	Project Rubric

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TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Project-based learning Collaborative teams Group discussion	Computer Multimedia equipment Photographic camera Scanner Video recorder Voice recorder Printed material Internet

LEARNING SPACE

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


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LEARNING UNITS

1. Learning Unit	II. Culinary Heritage of Mexico.
2. Theoretical Hours	15
3. Practical Hours	30
4. Total	45
5. Objective	The student will characterize his/her region in the socioeconomic, cultural and gastronomic areas to contribute to the dissemination of the culinary heritage.

Topic	knowledge	Skills	Values
Socioeconomic diagnosis	<p>Identify the socioeconomic regions of Mexico and their main economic activities:</p> <ul style="list-style-type: none"> - Northwest - North - Northeast - Central West - South Central - South Pacific - Gulf of Mexico - Yucatan Peninsula. <p>Explain the socio-economic factors that affect Culinary Heritage:</p> <ul style="list-style-type: none"> - Demographics - Globalization - Migration <p>Identify the stages of the development of a socioeconomic diagnosis.</p>	Prepare the socioeconomic diagnosis of the regions of Mexico.	Analytical Systematic Critical thinking Responsibility Discipline Organized Proactive objective Respect Honest Ethical Assertive Modesty Teamwork Punctuality Work under pressure Self-control Adaptation Efficient Self motivation Leadership

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Topic	knowledge	Skills	Values
Cultural diagnosis	<p>Identify the concept of culture.</p> <p>Describe the components of culture that impact culinary heritage:</p> <ul style="list-style-type: none"> - Regional identity: shield, folklore, typical costumes - Location - Traditions - Customs and habits - Holidays <p>Identify the stages of the elaboration of a cultural diagnosis</p>	Prepare the cultural diagnosis of your region	
Culinary diagnostics	<p>Identify the stages of preparing a culinary diagnosis.</p> <ul style="list-style-type: none"> - Location - Traditions - Documentary sources - Popular Markets - Gastronomy: Techniques, utensils, ingredients, state of conservation of the dish with respect to the original preparation at the time - Denominations of origin - Endemic products 	Prepare the culinary diagnosis of your region.	Analytical Systematic Critical thinking Responsibility Discipline Organized Proactive objective Respect Honest Ethical Assertive Modesty Teamwork Punctuality Work under pressure Self-control Adaptation Efficient Self motivation Leadership

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EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a project, you will develop a culinary diagnosis of your region that includes:</p> <ul style="list-style-type: none"> - Location - Records of pre-Hispanic and viceregal heritage - Main economic activities - Migration groups - Traditions - Regional identity: Shields, typical costumes, and folklore. - Popular markets - Gastronomy: techniques, utensils and culinary ingredients, state of conservation of the dishes compared to the original preparation at the time. - Edible flora and fauna - Uses, customs and festivities - Denominations of origin of the region - Documentary sources - Recipe book of the traditional dishes of the region - Gastronomic rescue proposal 	<ol style="list-style-type: none"> 1. Identify the elements of the culinary heritage, their origin and evolution. 2. Analyze the socioeconomic aspects of Mexico. 3. Identify the cultural elements of the regions of Mexico. 4. Analyze the culinary elements of your region. 	<p>Project Rubric</p>

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TEACHING-LEARNING PROCESS

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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"> - 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 times: 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 Mexican haute 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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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 - Inputs: according to the organoleptic characteristics and quality standards - Presentation - Organoleptic characteristics <p>Drinks:</p> <ul style="list-style-type: none"> - Elaboration techniques - Inputs: 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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REFERENCES

Author	Year	Title	City	Country	Editorial
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Heriberto García Rivas	(2006)	<i>Cocina prehispánica mexicana</i>	D.F.	México	Panorama
Sophie D. Coe	(2004)	<i>Las primeras cocinas de América</i>	D.F.	México	Fondo de Cultura Económica
Blanca Nieto	(2004)	<i>Cocina tradicional mexicana</i>	D.F.	México	Selector
Camilo Contreras Delgado, Isabel Ortega Ridaura	(2005)	<i>Bebidas y regiones. Historia e impacto de la cultura etílica en México</i>	D.F.	México	CONARTE
Bernardo García Martínez	(2008)	<i>Las regiones de México</i>	D.F.	México	El colegio de México
Chapa Martha	(2005)	<i>Mercados de México</i>	D.F.	México	UNAM
Carrillo Arronte Margerita	(2015)	<i>México, gastronomía</i>	D.F.	México	Phaidon
Iturriaga José N.	(2016)	<i>Gastronomía: Historia Ilustrada</i>	D.F.	México	Penguin Random House México
De Orellana, Margarita	(2012)	<i>Elogio de la cocina mexicana: patrimonio cultural</i>	D.F.	México	Arters de México
Kennedy Diana	(2012)	<i>Cocina Esencial de México</i>	D.F.	México	Oceano
Flores y Escalante Jesús	(2003)	<i>Breve Historia de la Cocina Mexicana</i>	D.F.	México	De Bosillo

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Author	Year	Title	City	Country	Editorial
Martínez y Torres Lilia	(2016)	<i>La gula, la gala y la golosina</i>	Puebla	México	Fototeca Lorenzo Becerril, A.C

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