

## ASIGNATURA DE MÉTODOS Y TÉCNICAS DE INVESTIGACIÓN APLICADAS A LA GASTRONOMÍA BIS

1. <b>Competences</b>	Manage events and gastronomic services based on logistical planning, and supervision and evaluation techniques in order to satisfy the customer requirements and contribute to the economic development of the region.
2. <b>Four- month term</b>	Fifth
3. <b>Theoretical hours</b>	18
4. <b>Practical hours</b>	42
5. <b>Total hours</b>	60
6. <b>Total hours per week</b>	4
7. <b>Learning objective</b>	The student will develop research projects applied in the sector, considering methods and instruments of data collection and analysis to contribute to the strengthening of industry and gastronomic culture.

Learning units	Hours		
	Theory	Practice	Total
I. Research fundamentals	6	14	20
II. Applied research	12	28	40
<b>Total</b>	<b>18</b>	<b>42</b>	<b>60</b>

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## LEARNING UNITS

1. <b>Learning unit</b>	<b>I. Research fundamentals</b>
2. <b>Theoretical hours</b>	6
3. <b>Practical hours</b>	14
4. <b>Total hours</b>	20
5. <b>Learning unit objective</b>	The student will identify the theoretical aspects, the process of problem definition and the theoretical basis of the same, for the production of research projects.

Topics	Knowledge	Skills	Values
Introduction to research methodology.	<p>Explain the importance of research in gastronomy.</p> <p>Describe the concepts of:</p> <ul style="list-style-type: none"> <li>- Science</li> <li>- Scientific method</li> </ul> <p>Identify the importance of researcher ethics</p>		<p>Observer</p> <p>Responsible</p> <p>Teamwork</p> <p>Analytical</p> <p>Synthesis capacity</p> <p>Methodical</p> <p>Ordered</p>
Problem formulation	<p>Explain the process of formulating the problem:</p> <ul style="list-style-type: none"> <li>- Selection of the topic</li> <li>- Problem Statement</li> <li>- Formulation of research questions</li> <li>- Elaboration of justification</li> <li>- Design of objectives</li> <li>- Problem delimitation</li> </ul>	<p>Select the topic of a research project.</p> <p>Determine the approach to the problem.</p> <p>Formulate research questions.</p> <p>Elaborate the justification of the research project.</p> <p>Design objectives.</p> <p>Determine the delimitation of the problem.</p>	<p>Observer</p> <p>Responsible</p> <p>Teamwork</p> <p>Analytical</p> <p>Synthesis capacity</p> <p>Methodical</p> <p>Ordered</p>

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Topics	Knowledge	Skills	Values
Theoretical frame	<p>Explain the process of building the theoretical framework.</p> <p>Define the search and selection of reliable information.</p> <p>Explain the regulations of the APA manual.</p>	Design the methodology of the research project.	<p>Observer</p> <p>Responsible</p> <p>Teamwork</p> <p>Analytical</p> <p>Synthesis capacity</p> <p>Methodical</p> <p>Ordered</p>

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## ASSESSMENT PROCESS

Learning result	Learning sequence	Evaluation tools and instruments
<p>Based on a research problem in the field of gastronomy, the student bases a research project that contains:</p> <ul style="list-style-type: none"> <li>- Selected topic</li> <li>- Approach and definition of the problem</li> <li>- Research questions</li> <li>- Justification of the research project</li> <li>- Objectives of the research project</li> <li>- Theoretical framework of the research project</li> <li>- References</li> </ul>	<ol style="list-style-type: none"> <li>1. Understand the importance of research in gastronomy.</li> <li>2. Identify the concepts of science and scientific method.</li> <li>3. Recognize the importance of the ethical performance of the researcher.</li> <li>4. Determine the research problem.</li> <li>5. Substantiate the research project.</li> </ol>	<p>Project Rubric</p>

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## TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Learning based on projects Collaborative teams Research tasks	Board Printed materials: Books, specialized magazines Projection equipment Computer equipment Meta search engines Virtual platforms

## LEARNING SPACE

Classroom	Laboratory/workshop	Company
X		

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## LEARNING UNITS

6. Learning unit	II. Research Project Methodology
7. Theoretical hours	12
8. Practical hours	28
9. Total hours	40
10. Learning unit objective	The student will formulate the methodological design, as well as the process of data analysis and interpretation, for the development of research projects.

Topics	Knowledge	Skills	Values
Research Project Methodology	<p>Describe the theoretical aspects of:</p> <ul style="list-style-type: none"> <li>- Types of quantitative and qualitative research</li> <li>- Research subjects</li> <li>- Sampling</li> </ul> <p>Recognize the process of determining the sample size and sampling techniques.</p>	<p>Design the methodology of the research project.</p>	<p>Observer Responsible Teamwork Analytical Synthesis capacity Methodical Ordered</p>
Data collection and analysis	<p>Explain the types of data collection instruments according to their approach:</p> <ul style="list-style-type: none"> <li>- Analysis of records and documents.</li> <li>- Artifacts</li> <li>- Interviews</li> <li>- Surveys</li> <li>- Panels</li> <li>- Observation</li> <li>- Focus group</li> </ul> <p>Explain the characteristics of the data collection instruments according to their approach.</p> <p>Explain the process of</p>	<p>Develop data collection instruments.</p> <p>Collect data with qualitative and quantitative instruments</p> <p>Analyze data.</p>	<p>Observer Responsible Teamwork Analytical Synthesis capacity Methodical Ordered</p>

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	<p>developing the data collection instruments</p> <p>Recognize the concepts of descriptive statistics: measures of central tendency, dispersion and graphic representation.</p>		
Results report	Describe the process of producing technical results reporting.	Prepare technical reports on the results of research projects.	<p>Observer Responsible Teamwork Analytical Synthesis capacity Methodical Ordered</p>

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**BIS**  
*ASSESSMENT PROCESS*

Learning outcome	Learning sequence	Assessment instruments
<p>Based on a research problem in the field of gastronomy, the student prepares and presents a technical report of a research project that contains</p> <ul style="list-style-type: none"> <li>- Selected topic</li> <li>- Approach and definition of the problem</li> <li>- Research questions</li> <li>- Justification of the research project</li> <li>- Objectives of the research project</li> <li>- Theoretical framework of the research project</li> <li>- Methodology</li> <li>- Analysis and interpretation of results</li> <li>- References</li> </ul>	<ol style="list-style-type: none"> <li>1. Analyse research approaches and their application to research in the field of gastronomy.</li> <li>2. Understand data collection techniques and instruments.</li> <li>3. Understand the methods of sample size determination and data collection.</li> <li>4. Identify the process of treating and analyzing quantitative data.</li> <li>5. Identify the elements of a technical results report.</li> </ol>	<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
Develop dishes based on the standard recipe, the selection of supplies, culinary bases, set-up techniques and applicable regulations, to contribute to customer satisfaction and resource optimization.	<p>Prepare a diagnosis for a gastronomic service that includes</p> <ul style="list-style-type: none"> <li>- Customer requirements: type of event number and type of people, menu, budget, duration of the event, schedule, date and location.</li> <li>- Types of services</li> <li>- Supplies requirements: raw material, personnel, utensils and equipment and furniture</li> <li>- At least 3 service alternatives: types of service, menu and budget.</li> </ul>
To evaluate the gastronomic service by analyzing the results of the operation and measuring customer satisfaction, in order to propose strategies for continuous improvement.	<p>Prepare an evaluation report of the gastronomic service provided, including</p> <ul style="list-style-type: none"> <li>- Instruments for measuring the client satisfaction</li> <li>- Analysis of master control and customer satisfaction results</li> <li>- proposals for correction and improvement</li> </ul>

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## REFERENCES

Author	Year	Title	City	Country	Publisher
Lourdes Münch, Ernesto Ángeles	2015	<i>Métodos y técnicas de investigación</i>			Trillas 1a. Edición ISBN: 9786071724403
Hernández Sampieri, Roberto	2014	<i>Metodología de la Investigación Sexta Edición</i>	DF	México	McGRAW-HILL / INTERAMERICANA EDITORES, S.A. DE C.V. ISBN: 978-1-4562-2396-0
Bernal Torres, César Augusto		<i>Metodología de la investigación, administración, economía, humanidades y ciencias sociales</i>	México, DF	México	PEARSON Tercera Edición ISBN: 9789586991285
Sarabia Sánchez, Francisco J.	2013	<i>Métodos de investigación social y de la empresa</i>	Madrid	España	Ediciones Pirámide Primera edición digital ISBN Digital: 978-84-368-2878-8
Cruz del Castillo, Cinthia; Olivares Orozco, Socorro; González García, Martin	2014	<i>Metodología de la Investigación</i>			Grupo Editorial Patria  ISBN 6074388768, 9786074388763
Iglesias, María Emilia	2015	<i>Metodología de la Investigación. Diseño y elaboración de protocolos y proyectos</i>		Argentina	Ed. Noveduc 1ra edición ISBN 978 987 538 419 4

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Quintana Tejera, Luis	2010	Metodologías y técnicas de investigación			MCGRAW HILL
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