

Transilvania University of Brașov, Romania

Study program: Engineering and management in luxury hospitality (in English)

Faculty: Food and tourism

Study period: 2 years (master)

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Financial strategies for high-end businesses	FS	English	5	2	-	-	2

Course description (Syllabus): This course introduces the financial mechanisms underpinning luxury hospitality enterprises. Students learn to analyze business performance, manage technical and human resources efficiently, optimize budgets, and apply advanced financial strategies tailored to premium markets. The course develops the ability to diagnose financial issues, evaluate risks, and design strategic solutions that support sustainable growth in high-end hospitality operations.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Trends in luxury hotels, resorts and events	TLH	English	5	2	2	-	-

Course description (Syllabus): The course explores contemporary developments shaping luxury accommodation, resorts, and event management. Students examine new technologies in hospitality (Tourism 4.0, IoT, AI), innovative HR practices, booking platforms, and personalized guest experiences. Emphasis is placed on smart tourism destinations and sustainable practices, enabling students to identify emerging trends and apply them to high-level hospitality environments.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Luxury infrastructure engineering and design in HORECA units	LIE	English	5	2	-	-	2

Course description (Syllabus): This course focuses on the engineering and architectural design of premium hospitality infrastructures. Topics include luxury space planning, sustainable and innovative building materials, integration of gourmet facilities, wellness areas, mobility solutions, renewable energy systems, and biophilic design. Students learn to design functional, aesthetic, and sustainable environments tailored to the expectations of high-end clients.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Integrated smart systems for sustainable luxury hospitality	ISS	English	5	2	-	2	-

Course description (Syllabus): This course explores the role of advanced intelligent technologies in transforming modern luxury hospitality. It introduces students to integrated smart systems that enhance both operational efficiency and the guest experience, from IoT connectivity and AI-driven personalization to domotic solutions for lighting, climate, and security control. The course examines how automation, big data, and digital management platforms streamline workflows and support strategic decision-making in high-end hotels and restaurants. Emphasis is placed on sustainability, highlighting technologies that reduce energy and water consumption, minimize waste, and promote environmentally responsible operations. Students also analyze cybersecurity and ethical considerations

associated with intelligent systems, while discovering emerging trends such as robotics, virtual/augmented reality, and blockchain applications in luxury hospitality. Through theoretical content and practical projects, the course provides the skills needed to design, implement, and manage integrated smart solutions tailored to sustainable premium hospitality environments.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Ethics and academic integrity	EAI	English	5	1	2	-	-

Course description (Syllabus): This course introduces students to the fundamental principles of ethical behavior, responsible scholarship, and professional conduct in the luxury hospitality sector. It develops an understanding of scientific discourse, academic writing, research documentation, and the correct use of sources, emphasizing plagiarism prevention, transparency, and rigorous methodology. Students explore ethical communication within tourism and luxury hospitality, including cultural sensitivity, privacy, inclusivity, and responsible messaging. The course also examines the ethical luxury paradigm, focusing on corporate social responsibility (CSR), international standards, and best practices across premium hospitality organizations. Through case studies, applied research activities, and intercultural protocol exercises, students learn to navigate ethical dilemmas, craft professional and scientific texts, and apply ethical principles in real-world hospitality contexts.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Innovative technologies and process management in bakery and pastry for luxury hospitality	ITP	English	5	2	-	2	-

Course description (Syllabus): This course provides an overview of modern technologies and production methods used in premium bakery and pastry for luxury hospitality. Students explore advanced processes such as controlled fermentation, infrared baking, and enzyme-based improvements, along with the role of specialty flours and high-quality ingredients in creating superior products. The course also addresses production planning, flow optimization, and Lean management principles to enhance efficiency and consistency. Emphasis is placed on sustainability, waste reduction, and emerging digital solutions, such as IoT-enabled equipment, automation, and 3D printing, that support innovation and product personalization in high-end bakery and pastry operations.

Course title	Code	Language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Food waste management in luxury hotels	FWM	English	4	1	-	-	2

Course description (Syllabus): This course explores modern strategies and technologies for reducing food waste in high-end hospitality operations. Students examine the causes of waste across hotel foodservice areas and learn methods for prevention, monitoring, and resource optimization. The course highlights sustainable practices such as upcycling by-products, improving storage and handling processes, and integrating energy- and water-efficient technologies. Emphasis is placed on aligning waste-reduction initiatives with luxury standards, guest expectations, and environmental responsibility, enabling hotels to enhance both sustainability performance and brand value.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Crafting exclusive guest experiences	CGE	English	4	1	2	-	-

Course description (Syllabus): This course focuses on the design and delivery of highly personalized luxury experiences that exceed guest expectations. Students explore methods for understanding individual preferences, integrating cultural elements, and creating emotionally engaging interactions across the hospitality journey. The course highlights storytelling, sensory design, and experiential customization as essential tools for shaping premium services. Emphasis

is placed on blending innovation with authenticity to develop memorable, distinctive, and value-enhancing experiences that strengthen the identity and competitive edge of luxury hospitality brands.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	Seminar	laboratory	project
Meat and milk products for high-end consumers	MMP	English	4	2	-	2	-

Course description (Syllabus): This course examines premium meat and dairy products tailored to the expectations of high-end consumers. Students explore advanced processing techniques, quality criteria, and sensory characteristics that define exceptional products in luxury hospitality. The course highlights the role of origin, terroir, animal welfare, and sustainable production systems in shaping premium value. Emphasis is placed on evaluating authenticity, nutritional attributes, and culinary applications, enabling students to select, assess, and integrate top-quality meat and dairy products into refined gastronomic experiences.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	Seminar	laboratory	project
Professional practice I	PP1	English	5	-	-	8	-

Course description (Syllabus): This internship offers students their first structured exposure to real-world luxury hospitality environments. Throughout the practice period, students observe operational workflows, participate in supervised activities, and become familiar with professional standards specific to high-end hotels, restaurants, and resorts. The focus is on understanding quality requirements, guest interaction dynamics, and the organizational principles that support premium service delivery. The experience helps students connect theoretical knowledge with practical applications and develop the foundational competencies needed for advanced professional roles in luxury hospitality.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	Seminar	laboratory	project
Professional practice II	PP2	English	5	-	-	8	-

Course description (Syllabus): This internship deepens students' practical experience within luxury hospitality settings, allowing them to take on more complex and responsibility-oriented tasks. Building on the foundation developed in the first practice module, students engage directly in operational, managerial, or project-based activities aligned with premium service standards. The focus is on refining professional skills, understanding advanced organizational processes, and contributing to real decision-making contexts. This experience strengthens students' ability to integrate expertise, adapt to high-end service environments, and prepare for leadership roles in luxury hospitality.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	Seminar	laboratory	project
Strategic luxury brand development	SLB	English	4	2	1	-	-

Course description (Syllabus): This course explores the principles and strategies behind creating, positioning, and managing luxury brands in the hospitality sector. Students analyze the elements that define luxury identity, heritage, craftsmanship, exclusivity, storytelling, and emotional value, and learn how to translate them into coherent brand experiences. The course examines market dynamics, consumer psychology, and competitive landscape to support the development of strong, distinctive brand strategies. Emphasis is placed on aligning brand vision with service design, communication, and long-term value creation, enabling future managers to shape resilient and aspirational luxury hospitality brands.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	Seminar	laboratory	project
Guest experience innovation in high-end properties	GEI	English	4	2	1	-	-

Course description (Syllabus): This course examines how innovation shapes the modern luxury guest experience, focusing on emerging trends, technologies, and creative service concepts. Students explore personalized service design, sensory engagement, and the integration of cultural and contextual elements to create memorable premium experiences. The course highlights innovative tools such as digital platforms, smart solutions, and experiential storytelling that enhance guest satisfaction and brand distinction. Emphasis is placed on understanding evolving consumer expectations and transforming them into unique, value-driven experiences within high-end hospitality environments.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Culturally immersive experiences	CIE	English	4	2	-	-	1

Course description (Syllabus): This course explores how culture can be transformed into meaningful, high-value experiences within luxury hospitality. Students learn to design immersive activities that highlight local traditions, heritage, craftsmanship, and storytelling, creating authentic connections between guests and destination identity. The course emphasizes sensitivity to cultural contexts, responsible interpretation, and the integration of multisensory elements to enhance engagement. By combining creativity with respect for cultural integrity, students develop the ability to craft exclusive, memorable experiences that enrich the luxury hospitality offering.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Heritage and Tradition in Luxury Hospitality	HTH	English	4	2	-	-	1

Course description (Syllabus): This course examines how heritage and tradition can be leveraged to create distinctive value in luxury hospitality. Students explore the role of cultural identity, local craftsmanship, historical narratives, and traditional practices in shaping authentic premium experiences. The course highlights methods for integrating heritage elements into service design, architecture, gastronomy, and guest interaction while maintaining respect for cultural integrity. Emphasis is placed on transforming tradition into a strategic asset that enhances differentiation, emotional engagement, and the overall prestige of luxury hospitality offerings.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Basics of luxury hospitality engineering	BHE	English	3	2	2	-	-

Course description (Syllabus): This course introduces the fundamental engineering principles that support the design and operation of luxury hospitality environments. Students explore the technical systems behind premium hotels and restaurants, such as structural design elements, climate control, lighting, acoustics, water and energy management, and workflow optimization. The course emphasizes how engineering decisions influence comfort, aesthetics, sustainability, and overall guest experience. By understanding the interaction between technology, design, and service quality, students gain the foundational skills needed to contribute to the development and management of high-end hospitality infrastructures.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Psychology of human nutrition for high-end consumers	PHE	English	3	2	-	-	2

Course description (Syllabus): This course explores the psychological factors that shape food choices, preferences, and perceptions among high-end consumers. Students examine how emotions, cultural background, lifestyle, and identity influence eating behavior, as well as how luxury expectations affect the evaluation of taste, quality, and authenticity. The course highlights motivators behind premium food consumption, including wellness trends, sensory

sophistication, and the desire for exclusivity. Emphasis is placed on understanding consumer behavior as a foundation for designing personalized, meaningful, and health-conscious culinary experiences in luxury hospitality.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Project management in luxury hospitality	PMH	English	5	2	-	-	2

Course description (Syllabus): This course introduces the principles and tools needed to plan, coordinate, and implement projects within high-end hospitality environments. Students learn to define objectives, manage resources, assess risks, and monitor project performance while meeting luxury-quality standards. The course emphasizes communication, teamwork, and strategic decision-making, highlighting how project management supports innovation, service excellence, and operational efficiency in premium hotels and restaurants. Through applied methods and real-case scenarios, students develop the skills required to lead and deliver successful projects tailored to the expectations of the luxury hospitality sector.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Eco-luxury beverages and cafe concepts	EBC	English	5	2	-	1	-

Course description (Syllabus): This course explores sustainable and premium beverage concepts designed for modern luxury hospitality. Students examine high-quality coffee, tea, and specialty drink production, focusing on ethical sourcing, organic ingredients, and environmentally responsible practices. The course highlights innovative café models that combine elevated aesthetics, wellness trends, and conscious consumption. Emphasis is placed on understanding flavor profiles, sensory expectations, and sustainable operational choices, enabling students to design refined, eco-friendly beverage experiences that meet the standards of contemporary luxury consumers.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Premium quality labeling systems in hospitality	PQL	English	5	1	2	-	-

Course description (Syllabus): This course examines the role of quality labeling, certifications, and standards in shaping trust, transparency, and excellence within luxury hospitality. Students explore national and international labeling systems related to food quality, sustainability, origin, and safety, analyzing how these certifications influence consumer perception and brand positioning. The course emphasizes the importance of traceability, premium product categorization, and compliance with high-level industry norms. By understanding certification frameworks, students learn to implement and communicate premium quality standards that enhance credibility and reinforce the value of luxury hospitality offerings.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Professional practice III	PP3	English	5	-	-	10	-

Course description (Syllabus): This internship allows students to engage in advanced, responsibility-driven activities within luxury hospitality environments. Building on prior practical modules, students undertake complex tasks, contribute to operational or managerial processes, and apply strategic thinking in real workplace settings. The experience focuses on refining professional autonomy, enhancing problem-solving abilities, and integrating high-level competencies required in premium hotels, resorts, and gastronomic units. Through hands-on involvement, students strengthen their readiness for leadership roles and deepen their understanding of excellence in luxury hospitality practice.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Professional practice IV	PP4	English	10	-	-	10	-

Course description (Syllabus): This internship represents the most advanced stage of practical training within luxury hospitality, allowing students to assume higher levels of responsibility and contribute directly to strategic activities. Students engage in complex operational, managerial, or project-based tasks, applying the full range of competencies developed throughout the program. The focus is on independent decision-making, leadership, and the ability to coordinate processes that meet luxury service standards. Through immersive, real-world experience, students consolidate their professional identity and prepare for executive or specialist roles in high-end hospitality environments.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Professional practice for dissertation drafting	PPDD	English	10	-	-	6	-

Course description (Syllabus): This internship supports students in developing the practical and analytical foundation needed for their master's dissertation. Working within luxury hospitality environments or on applied research projects, students gather data, observe real processes, and refine the methodological approach of their dissertation topic. The focus is on connecting theoretical knowledge with field-based insights, strengthening critical thinking, and structuring research in a coherent, academically rigorous manner. Through guided practice and independent investigation, students progress toward a well-substantiated dissertation aligned with industry relevance and academic standards.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Dissertation drafting	DD	English	10	-	-	10	-

Course description (Syllabus): This course guides students through the process of developing and structuring their master's dissertation. It focuses on refining research questions, selecting appropriate methodologies, analyzing data, and presenting findings in a clear and academically rigorous manner. Students work closely with their supervisor to strengthen critical thinking, ensure coherence between theoretical and practical components, and align their work with current trends in luxury hospitality. The course supports the creation of a well-organized, evidence-based dissertation that reflects both academic standards and industry relevance.

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				course	seminar	laboratory	project
Michelin-star kitchen engineering	MSK	English	5	2	-	2	-

Course description (Syllabus): This course offers an in-depth exploration of the standards, technologies, and creative processes that define Michelin-star culinary environments. Students examine the criteria and philosophy behind the Michelin Guide, learn to apply advanced cooking methods such as sous-vide, molecular techniques, and precision temperature control, and work with state-of-the-art kitchen equipment. The course also highlights efficient workspace organization, menu design that balances taste, aesthetics, and sustainability, and the integration of zero-waste principles. Attention is given to hygiene excellence, team coordination, and understanding guest expectations in high-end gastronomy, preparing students to engineer culinary experiences that meet the highest international standards.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Plated and signature dishes and deserts	PSD	English	5	2	-	2	-

Course description (Syllabus): This course introduces students to the creative and technical principles behind designing premium plated dishes and signature desserts. It explores the evolution of modern plating, the balance between taste,

texture, and aesthetics, and the role of visual storytelling in fine dining. Students learn advanced cooking and presentation techniques—such as sous-vide, spherification, and the use of specialized equipment—and study trends in contemporary dessert creation. Emphasis is placed on seasonal and sustainable ingredients, innovative composition, and the development of original recipes that reflect culinary identity and meet luxury gastronomy standards.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Nature-inspired architecture in high-end properties	NIA	English	5	2	-	2	-

Course description (Syllabus): This course explores how principles of nature-inspired architecture can elevate the design and atmosphere of luxury hospitality environments. Students examine biophilic design concepts, sustainable materials, organic forms, and sensory-driven spatial strategies that enhance guest wellbeing. The course highlights how natural light, airflow, textures, and landscape integration shape immersive, harmonious spaces in premium hotels, resorts, and restaurants. Emphasis is placed on aligning aesthetic expression with functionality and sustainability, enabling future professionals to create refined hospitality environments that reflect both ecological responsibility and high-end experiential value.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Eco-Luxury Interiors and Sustainable Materials	EISM	English	5	2	-	2	-

Course description (Syllabus): This course examines how sustainable principles and eco-innovative materials shape the design of high-end hospitality interiors. Students explore natural, recycled, and low-impact materials, along with advanced green technologies that enhance comfort, durability, and visual refinement. The course highlights contemporary eco-luxury design trends, from biophilic aesthetics and energy-efficient lighting to sustainable textiles and modular interior solutions. Emphasis is placed on creating elegant, responsible spaces that meet luxury standards while reducing environmental impact, enabling students to balance exclusivity, wellness, and sustainability in premium hospitality environments.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Sensory evaluation of food and beverage	SEFB	English	3	2	2	-	-

Course description (Syllabus): This course introduces students to the principles and methods used to assess the sensory quality of food and beverages in premium hospitality. Students learn how to design and conduct discrimination tests, develop test protocols, and apply real evaluation procedures to various products. The course emphasizes descriptive sensory analysis, statistical interpretation of results, and understanding how sensory attributes influence quality perception and guest satisfaction. Through practical exercises and structured tasting sessions, students gain the skills needed to evaluate products accurately and support high-end quality control processes in luxury hospitality.

Course title	Code	language of instruction	No. of credits	Number of hours per week			
				course	seminar	laboratory	project
Circular economy in gastronomy and hospitality	CEGH	English	3	2	-	-	2

Course description (Syllabus): This course explores how circular economy principles can be applied to modern gastronomy and luxury hospitality operations. Students examine strategies for reducing waste, optimizing resource use, and extending product life cycles through responsible sourcing, energy- and water-efficient technologies, and sustainable menu design. The course highlights innovative approaches such as upcycling food by-products,

implementing closed-loop systems, and integrating eco-friendly packaging solutions. Emphasis is placed on aligning environmental responsibility with premium service standards, enabling students to design and manage hospitality operations that are both luxurious and sustainable.