

BACHERLOR'S DEGREE IN GASTRONOMY



CEU

*Universidad
Cardenal Herrera*



Ricard Camarena

“Gasma is the best choice for complete, different and distinguished training.”



Paco Torreblanca

“Gasma is going to fill a training gap that exists at an international level.”



Quique Dacosta

“Gasma is a unique centre in the world. It offers what no one else does: the three pillars of the culinary business.”



Susi Díaz

“Gasma is going to provide the whole world with excellent professionals.”



Manuela Romeralo

“Students must be taught to really know how to sell emotion.”



Purificación García

“Not only are we going to share our knowledge with the students, but we’re also going to generate knowledge through research.”



Why study at Gasma-CEU?

Our students

The Programme

- 3.1. Bachelor's Degree in Gastronomy
- 3.2. Gastronomy in numbers

Study Programme

- 4.1. Our teaching programme
- 4.2. Bachelor's Degree final project
- 4.3. Integrated work placement

The Gasma-CEU educational model

- 5.1. Cook, participate, manage
- 5.2. Active learning
- 5.3. The importance of English

Our teachers

- 6.1. Gasma-CEU Advisory Board
- 6.2. Our teaching team
- 6.3. Continual tutoring
- 6.4. Small groups

Your career opportunities

- 7.1. Is this programme for me?
- 7.2. National and international professional opportunities
- 7.3. The full-employment profession

Our professional careers service

Gasma-CEU, a differentiator

The university campus

- 10.1. Our venues
- 10.2. Material and technical resources

Your accommodation

The admission process

Gaining admission to the bachelor's degree

Grants, financial assistance and insurance

01. ¿Why study at Gasma/CEU?

THE LEADING EDUCATIONAL GROUP IN SPAIN

The San Pablo CEU foundation has centres at all educational levels and is the only institution in Spain that owns three universities.

THE PIONEERING PRIVATE UNIVERSITY

With more than 40 years' experience in the Valencian Community, it is the only University with centres in three provinces.

THE INTERNATIONAL DIMENSION

We are a university open to the world, with bilingual English/Spanish groups and 10% of our students coming from abroad.

EMPLOYABILITY AND ENTREPRENEURSHIP

Our students and former students have free access to a skills-development programme that increases their employability.

THE VALUE OF PRACTICAL EXPERIENCE

Learning to think and learning to do is our maxim. To amass know-how, our practical facilities are equipped to a professional level.

OUTSIDE THE CLASSROOM

For us, the classroom is not everything. Many of the learning activities we offer our students take place outside the classroom.

THE VALUE OF ENGLISH

We offer free English classes to enable students to reach an appropriate level of English at course completion.

Manifesto for difference

WE BELIEVE IN THE VALUE OF PEOPLE

Your future begins the day you sit down in class, with the entire university at your side. The past no longer counts. We care about the attitude you come with and your desire to be different.

WE BELIEVE IN THE VALUE OF TALENT

To follow the path you are going to take with us, all you need is motivation. Motivation feeds and strengthens talent. Motivation will allow you to get to where you want to be; this makes you different.

WE BELIEVE IN THE VALUE OF ASSISTANCE

Nothing can stop you, if you know where you want to go. Our Grant programmes are available to you, if you need them. We like to be different by being the private institution that allocates the most money in Spain to Grants and Financial Assistance.

WE BELIEVE IN THE VALUE OF IDEAS

Because we believe in our ideas, we also believe in yours. You are going to find spaces for innovation and creation. All we need is your new ideas to make them into projects, that is, of course, after they have been reviewed, using your self-critical skills.

WE BELIEVE IN THE VALUE OF CHANGE

We are convinced of people's ability to change society. If you want to change the world, together we will defend the values that allow us to improve.

WE BELIEVE IN THE VALUE OF DIFFERENCE

The difference that marks your personality allows us to recognise you. Your initiatives, dreams and hopes really matter to us. They are unique because they are yours.

WE BELIEVE IN THE VALUE OF THE FUTURE

Your future is part of our work and it depends greatly on what you are able to contribute to society when you finish university.

WE BELIEVE IN THE VALUE OF PEOPLE WHO WANT TO BE DIFFERENT

To be different, you need courage. We know this from our own experience. However, today we are convinced it is the best option. This is why it is time to be different.

Why we no longer give class

"THE CLASSROOM ISN'T ENOUGH. THAT'S A GOOD REASON."

Learning based on participation and opening new horizons needs much more than the classroom. This is why, at our University, many activities take place in another space that is essential for true learning: outside the classroom (in conference rooms, teamwork rooms and meeting rooms with teachers and tutors). Because University is not the classroom.

"IT ISN'T AN EXAM. IT'S LEARNING."

Passing is not a successful exam result, or two or three. Passing is learning and that is why, at CEU-UCH, in every subject you have to pass different types of theoretical and practical tests. Different individual and team exercises. Different ways of solving problems and challenges. All of this will allow you to show what you know how to do and how you are able to think: first you will show yourself and then your teachers.

"IT'S ALL OUT THERE, EXCEPT THE GUIDANCE."

Today more than ever, all available knowledge is out there. In books, databases, articles, on the Internet and on our intranet. This is why, in the classroom, our teachers no longer focus on accumulating contents; instead, they share guidance, so you can later develop your own criteria for understanding reality. It is no longer about just knowing; it is knowing how to find and how to interpret.

"WE NO LONGER GIVE CLASS, WHICH IS WHY THE CLASSROOM IS IMPORTANT."

We no longer give class in the way others understand it. This is why, if you come to our university, you will soon discover that in our classrooms, there are not only teachers who "give class". Many more things happen in our classrooms and, by the way, many of them depend more on the students than the teacher. This is because, if you really want to learn, you must be the protagonist. This is why, at CEU-UCH, it is not going to class that is important, it is taking part in class.



Meticulous
programs
with innovative
contents

Difference between studying and being

STUDYING

- is only worrying about passing exams;
- is making notes and studying them under a reading lamp;
- is going to class each day as if it were any other day;
- is limiting yourself to what you suppose you have to do;
- is wanting to have a university qualification.

BEING

- is understanding, and already applying, at the university, everything that will allow you to be a different professional;
- is treating every practice activity as if it were a real case and resolving them as you would in a company, hospital, institution... in short, in real life;
- is squeezing everything out of every day, as if it were your last at the university, and getting the most out of the facilities and what every teacher offers you;
- is taking part in extracurricular activities, like going to conferences, learning from your colleagues, never settling for anything and always wanting something more;
- is discovering who you are and being much more than a qualification. It is being different.

02. Our Students

RDI

Culinary evolution has led new scientific and technical parameters to become part of this reality. This means we need to broaden training horizons for future professionals, to enable them to incorporate RDI into gastronomy as a competitive factor.

Demands

There is an increasing trend towards the requirement for professional qualifications in the gastronomy sector. This professional approach means that training is now required in a series of related technical areas.

Management

Today's gastronomy needs to be seen from a perspective that goes beyond the practice of food preparation in its strictest sense. Appropriate learning spaces must therefore be created, to make it possible to structure gastronomic studies as a business dimension and an activator in the economy.

CEU



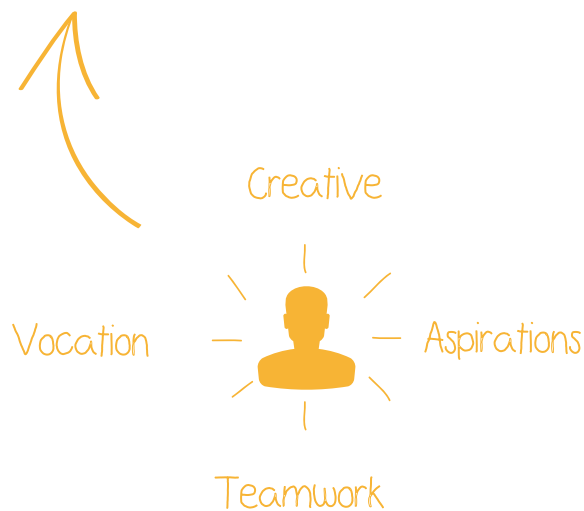
We are looking for culinary talent

CEU Bachelor degrees are aimed at future versatile, dynamic professionals. People who want to learn, with passion for Gastronomy and a **vocation** for the world of Management and Entrepreneurship.

Winning attitude Culinary vocation

Our students must have the following characteristics:

- creative people who enjoy **challenges**;
- restless students, with a continual desire to learn;
- the ability to **work in a team**;
- people interested in learning based on a methodology;
- desire to do, practise and **share**;
- responsibility, independence and the ability to work;
- **international** aspirations;
- above all, people with a true culinary **vocation**.



03. The Programme

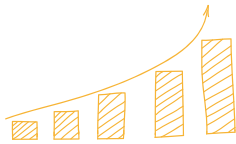
The
internationally
renowned
university
degree in
gastronomy



3.1. Bachelor of Gastronomy

Bachelor's Degree in Gastronomy is the result of an in-depth social, cultural and business study on the current situation of culinary practice and how it has developed in both gastronomic and commercial terms.

Our Bachelor degrees are a true asset



In recent years, there has been increased general interest in gastronomic studies, combined with greater professional prestige and social recognition. The international success of **the Spanish brand** contributes to this, given that as far as gastronomy is concerned, it is functioning at full throttle. The reputation of our chefs also acts as a magnet, not only for culinary tourists, but also for our professionals, who are in demand worldwide. Spain is, undarguably, **an international benchmark** in the culinary world. **We are at the cutting edge of global Gastronomy.**

In this context, Bachelor's Degree in Gastronomy is a reliable investment, a true asset. We prepare our students to work at the highest level in the restaurant and tourist sector, an area in continual growth.

Gastronomy is an economic activity that **requires highly qualified professionals**

We prepare our graduates to become confident entrepreneurs. So they can develop their own businesses with security.

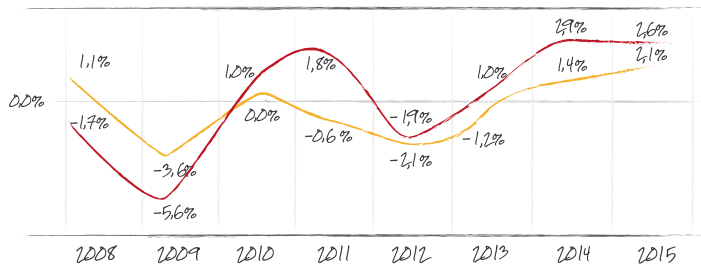
We equip our students with the skills to engage in professional careers as restaurant managers, chefs, catering managers, culinary-event and activity managers, executive kitchen managers and food and beverage managers. We teach the techniques and knowledge needed to **lead the future of Gastronomy.**

And all of this with the best human and technical resources.

3.2. Gastronomy in numbers

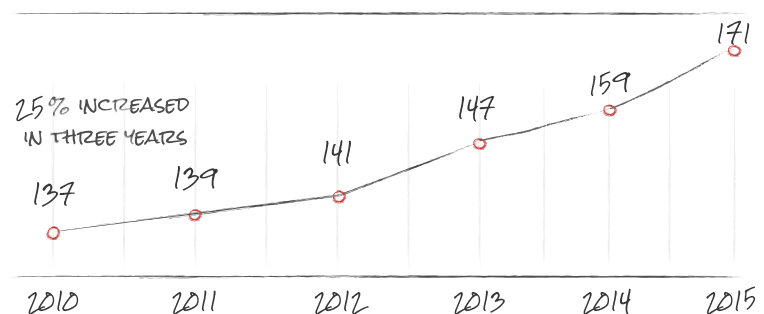
Growth in GDP vs tourist GDP in Spain

*Source: Exceltur, INE and FUNCAS



Number of restaurants in Spain with Michelin Stars

*Source: Michelin guide



04. Study Programme

4.1. Our teaching programme

The Bachelor Study Programme in Gastronomy equips prospective students with a solid and practical foundation on which to build their future careers. Because Gastronomy and Management are not isolated disciplines, our courses include content

related to **communications, marketing, microbiology, nutrition and consumer psychology**, aimed at giving students global perspective, so they can take up their professions from a unique standpoint.



Our academic programme includes the mechanisms needed to continually adapt to the needs of the culinary industry. We are in permanent contact with leading restaurants, hotels and resorts, worldwide.

The course is based on five topic areas. Combined, these areas offer Gasma graduates a complete, up-to-date professional profile of the future:

- Food technology.
- General Business Knowledge.
- Gastronomy.
- Culinary Management.
- Languages.

Official Bachelor's Degree in Gastronomy

The 240 ECTS credits that comprise the Bachelor's Degree are spread over four academic years (from Sept. to Jul.).

First Year (SEPT-JUL)				
Subject	ECTS	Type	Semester	Working Area
The Basics of Gastronomy	8	FB	1 st	Gastronomy
History and Sociology of Food	6	FB	1 st	Gastronomy
Kitchen Equipment and Machinery	6	FB	1 st	Gastronomy
Psychology of Consumption	6	FB	1 st	Management
The Basics of Business Communication	6	FB	2 nd	Management
Culinary Production Processes	8	FB	2 nd	Gastronomy
Introduction to Marketing	6	FB	2 nd	Management
Raw Materials and Products in the Kitchen	8	FB	2 nd	Gastronomy
Market Economy and Society	6	FB	2 nd	Management
Total ECTS	60			

Second Year (SEPT-JUL)				
Subject	ECTS	Type	Semester	Working Area
Languages: Advanced English	5	OB	1 st	Languages
Patisserie and Bread Making Techniques and Production	6	OB	1 st	Gastronomy
Food Chemistry and Biochemistry	6	OB	1 st	Gastronomy
Accounting and Financial Analysis	6	FB	1 st	Management
Management Systems in the Culinary Performance	6	OB	1 st	Gastronomy
Gastronomic Administration and Management	6	OB	1 st	Management
Mediterranean Gastronomy	6	OB	2 nd	Gastronomy
Applied Microbiology	3	OB	2 nd	Food technology
The Basics of Applied Law	5	OB	2 nd	Management
Wines and Wine Tasting	6	OB	2 nd	Gastronomy
Gastronomic Innovation and Creation	5	OB	2 nd	Gastronomy
Total ECTS	60			

Third Year (SEPT-JUL)				
Subject	ECTS	Type	Semester	Working Area
Languages: Applied English	5	OB	1 st	Languages
The Basics of Nutrition and Dietetics	6	OB	1 st	Food technology
Vanguard Culinary Techniques	8	OB	1 st	Gastronomy
Tourism and Hotel Management	6	OB	1 st	Management
Cost Control Applied to Gastronomy	6	OB	1 st	Management
Event Design and Protocol	8	OB	2 nd	Gastronomy
Wines and Wine Cellar Management	6	OB	2 nd	Gastronomy
Business Models and ICT in Gastronomy	6	OB	2 nd	Management
Internship	9	PR	2 nd	Internship
Totales ECTS	60			

04. Study Programme

Official Bachelor's Degree in Gastronomy

Fourth Year | Executive Chef Pathway. Innovation - Research in Gastronomy

Subject	ECTS	Type	Semester	Working Area
R&D in Gastronomy and the Food Industry	4	OB	1 st	Gastronomy
Entrepreneurship Applied to Gastronomy Start-up	4	OB	1 st	Management
Creating Spaces for Gastronomy	4	OPT	1 st	Gastronomy
Great Chefs and Haute Cuisine Dishes	6	OPT	1 st	Gastronomy
Food Preparation Using Specific High Quality Products	6	OPT	1 st	Gastronomy
Efficiency and Process Management	6	OPT	1 st	Gastronomy
Work Placement. I	18	OPT	2 nd	Intership
Work Placement. II	6	OPT	2 nd	Intership
TFG – Final Project	6	TFG	2 nd	Gastronomy
Totales ECTS	60			

Fourth Year | Gastronomic Business Pathway. Food & Beverages

Subject	ECTS	Type	Semester	Working Area
R&D in Gastronomy and the Food Industry	4	OB	1 st	Gastronomy
Entrepreneurship Applied to Gastronomy Start-up	4	OB	1 st	Management
Strategic Management in Gastronomy Companies	4	OPT	1 st	Management
Financial Analysis and Planning	5	OPT	1 st	Management
Food & Beverage Supply Management	5	OPT	1 st	Management
Purchasing and Identifying the Product	4	OPT	1 st	Gastronomy
Brand Management and Added Value Creation in Gastronomy	4	OPT	1 st	Management
Work Placement. I	18	OPT	2 nd	Intership
Work Placement. II	6	OPT	2 nd	Intership
TFG – Final Project	6	TFG	2 nd	Gastronomy
Totales ECTS	60			

ECTS recognition for cultural, sport and charity activities.

4.2. Bachelor's Degree final project

The Bachelor's Degree Final Project (TFG) consists of a memory or original study carried out by each student. The TFG integrates and develops the training and skills acquired during the Bachelor's Degree. Its purpose is to train students in searching, managing, organizing and interpreting relevant data to make judgments that include reflection on important issues of social, scientific, technological or ethic

nature. Its completion facilitates the development of critical thinking, logical and creative judgement. **A teacher will supervise the TFG and its completion is needed to acquire the title of the Bachelor's Degree.**

We rely on the involvement and active participation of professionals, institutions and companies of the highest level.



04. Study Programme

PROGRESSIVE PRACTICAL IMMERSION



4.3. Integrated work placement

At Gasma-CEU the emphasis is on delivering practical academic training. With us, you learn by doing. You learn by practising, managing and cooking. In short, you learn by working.

4.3.1. Kitchen-based practical activities are progressively incorporated into the study programme. Both as regards the time dedicated to them and their technical complexity. For this part of the course, you will have professional chefs, the best technical-culinary resources available and all of the raw materials and equipment needed to achieve technical excellence.

4.3.2. Management. Contextual learning, teamwork and focus on problem-solving in real scenarios are essential at Gasma-CEU. Training in practical management is a fundamental part of our educational project.

Our students will be highly qualified when they arrive on the employment market. This is why a high percentage of practical activities form part of all subjects related to administering and managing businesses in the culinary industry..

4.3.3. External work placement is part of the Study Programme under the collaboration agreements held by Gasma-CEU with a number of local, national and international companies.

From the first year of their degree, students can begin acquiring culinary and business experience through work placements at local companies. As they acquire more knowledge and skills, students have the chance to apply for placements in increasingly competitive environments.





1. WORK PLACEMENTS

Work-placement agreements with leading catering companies and award-winning restaurants.

2. PRACTICAL MANAGEMENT

Active Learning. Orientation towards objectives. Problem-solving.

3. KITCHEN-BASED WORK EXPERIENCE

Significant practical workload, which grows from year one.

TEACHING AT GASMA-CEU IS BASED ON COOKING, SIDE BY SIDE, WITH LEADING CHEFS. TO THIS END, THE CAMPUS IS EQUIPPED WITH STATE-OF-THE-ART TEACHING KITCHENS, R&D LABORATORIES AND TASTING ROOMS.

05. The Gasma-CEU educational model



ACADEMIC EXCELLENCE

5.1. Cook, participate, manage

Gasma-CEU is based on a new, different educational concept.

With a new perspective on academic training, adapted to the highest international standards.

We have designed a training programme aimed at developing the skills that a leading culinary professional must put into practice at the end of their studies.

We connect theory and practice from the first. From the first day.

Inspired by Schank's model, we call it **Story-Centred-Curriculum**, where you are the protagonist of your learning process, and everything you learn is relevant to performing your future profession.

You will be able to boast that you took part in the only university learning experience that involves the five senses.

BEFORE

Now



PRACTISE,
SHARE,
REFLECT

LEARNING BY DOING 2.0.

5.2. Active Learning

This is the evolution of the Learning-by-doing teaching model, created by Dr Roger Schank. How do you create individuals who approach excellence in their professional activities?

This was the question Schank asked, to create a model based on training people using problematic situations they will likely have to face when they become professionals.

Instead of asking an academic what subjects they would include in the programme of study, Schank thought it would be more interesting to seek leading entrepreneurs in each sector and ask them what skills they seek in the people they are going to recruit. With the assistance of experts in each sector, this can be used as a basis for identifying situations involving different levels of complexity, to construct a curriculum based on truly motivating experiential learning.

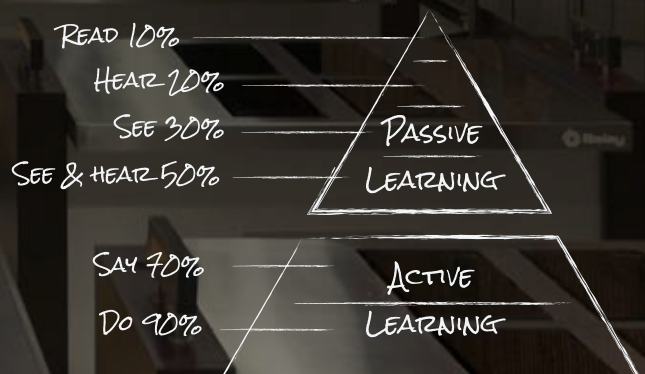
5.2.1. Learntertainment

(Learn + Entertainment)

We learn more and retain the information better when what we are learning is linked to a positive emotion. Therefore, if we enjoy the training process, the connections between the amygdalae and hippocampus in our brains favour the possibility of new information coming to form part of our long-term memory. According to Dr Robert Sylvester, "emotions control our attention, which controls learning, memory and almost everything else."

5.2.2. Flipped classroom

This is, perhaps, the teaching innovation that has erupted with the greatest force in the last decade, showing that having a group of captive students in the classroom taking notes no longer makes sense. Lessons can be watched or read at home and time spent in the classroom, whether in person or virtually, is when the teacher should become an adviser or guide in the teaching-learning process, providing the resources and tools needed to perform a task. Training in practical management is a fundamental part of our educational project. Our students will be highly qualified when they arrive on the employment market. This is why there is a high percentage of practical activities in all subjects related to administering and managing a culinary business. This may represent as much as 50% of teaching time on each module.



05. The Gasma-CEU educational model



INTERNATIONAL
PERSPECTIVE

EAT, SLEEP AND BREATHE ENGLISH

5.3. The importance of English

At Gasma-CEU, we place great importance on English. We offer exhaustive, continual and demanding English training from year one. We accompany you as you learn general English and specific English for the culinary industry, from the first day of class.

Five key reasons are enough to show why being able to speak English is an obligation and not an option for a future Gastronomy Graduate:



- It will help you triumph in your professional career, **facilitating your mobility** in training and professional events during your undergraduate and postgraduate training.
- It opens an international line of communication with customers, suppliers and collaborators. **You can communicate more effectively and expand your employment opportunities.**
- A large percentage of publications and innovations in the sector, both written and digital, are produced (and read) in the English language. **English is essential for you to stay up to date with your profession.**
- It helps you discover other gastronomic and culinary cultures, with all the advantages this will bring to your future job or business. **You become international.**
- Learning a second language offers strong advantages at the cognitive and neurological level in our brains. **You improve your intellectual performance.**

A large, stylized yellow speech bubble graphic with a tail pointing towards the bottom right. Inside the bubble, the text 'SHARE, EXPERIMENT, GROW...' is written in a white, hand-drawn font.

SHARE,
EXPERIMENT,
GROW...

06. Our Teaching Staff

OUR TEAM, OUR GREATEST GUARANTEE

Combining two disciplines like Gastronomy and Culinary Management requires highly specialised professionals from both fields. For the Gastronomy area, Gasma-CEU has professionals with a successful career in the world of gastronomy, as well as lecturers with a long experience at other educational centres.

As regards the Culinary Management area, lessons are taught by a renowned teaching team from CEU-Cardenal Herrera University. There is little wonder that the quality and demanding nature of the management-related subjects are differentiating factors of this University.

INTERNATIONAL PRESTIGE

6.1. Advisory Board

Quique Dacosta



- Chef and Owner of:
 - **Quique Dacosta Restaurant in Denia** (3* Michelin Stars and 3 Repsol Suns, the highest rating, awarded by prestigious Repsol Guide)
 - **El Poblet** (1* Michelin Star and 2 Repsol Suns)
 - **Vuelve Carolina** (1 Repsol Sun)
 - **Mercat Bar in Valencia**
- National Gastronomy Award, 2005
- National Prize for Gastronomy, awarded by The Spanish Royal Academy of Gastronomy, 2009.
- Millesime Chef Award 2013
- Best Restaurant in Europe according to "Opinionated About Dining" 2012 and 2013
- (Ranks 41) in The World's 50 Best Restaurants, 2014 by prestigious magazine "The Restaurant"
- Doctor Honoris Causa by the faculty of Fine Arts of the Miguel Hernández University, Elche.

Paco Torreblanca



- Best Master Artisan Pastry in Spain 1988
- Best Pastry Chef of Europe 1990
- Fourth position at the World Pastry Cup in Lyon, France, 1989
- Award for Best Pastry Chef at the Italian Pastry Cup, 1996
- Best Pastry Chef of Restaurant Desserts of Spain 2004
- Special Academy Award in 2006, awarded by the Spanish Academy of Gastronomy.

Ricard Camarena



- Chef and owner of:
 - Restaurante Ricard Camarena (1 Michelin Star and 3 Repsol Suns).
 - Canalla Bistro (1 Repsol Sun)
 - Central Bar
 - Ricard Camarena Colón
 - Ricard Camarena Lab in Valencia
- Chef of the Year, awarded by the Academy of Valencian Gastronomy (2007). Maximum rating at Madrid Fusion, 2015

Susi Diaz



- Chef and owner of:
 - La Finca, in Elche (1 Michelin Star and 2 Repsol Suns)
 - Ambassador for the Valencian Gastronomy
- Member of the jury and host for the television programme Top Chef

Manuela Romeralo



- Sommelier and Director at:
 - El Poblet (1 Michelin Star and 2 Repsol Suns)
 - Vuelve Carolina (1 Repsol Sun)
 - Mercat Bar in Valencia
- World Champion Habano Sommelier, Cuba 2006
- Best Sommelier of the year 2008/09, Gourmetour Guide
- International Gastronomy Award for “Best Sommelier of the Year”, International Academy of Gastronomy, 2010

Purificación García



- Degree in Biological Sciences, specialising in Biochemistry.
- PhD in Food Technology from Universidad Politécnica de Valencia
- Professor and Researcher in Food Technology
- Co-inventor of Gastrovac® team
- Lines of research based on the nutritional and organoleptic changes of food subjected to vacuum cooking and frying.
- Cofounder of the Spin-off company Food Design
- Focused on the design and development of products, processes and equipment for the food industry
- Director of ‘Science and Cooking’ Conferences

06. Our Teaching Staff

6.2. Teaching Staff

For the Gastronomy area, classes will be managed by professionals with a successful career in the world of gastronomy.

Members of the academic board include university teachers, international master chefs and specialists in a series of specific fields of the culinary world who provide additional training input as part of the Study Programme.

Academic staff from CEU-Cardenal Herrera University provide their experience in delivering the skills required for the subject areas of Business and Marketing, Food Technology, Communication, etc.

The Gasma-CEU teaching board consists of professionals who can:

1. Identify the main issues and challenges in current gastronomy and address them through their teaching sessions.
2. Plan and implement the gastronomy subjects to be covered and make connections with other knowledge areas in the Bachelor's Degree programme.
3. Develop students' skills by taking an individual and approachable attitude to their teaching practice. En esencia, el profesorado de Gasma está formado por profesionales capaces de:

6.3. Continual tutoring

INDIVIDUAL MONITORING

A tutor will be responsible for supervising each student throughout the course of their degree.

Beyond classic tutoring, we will delve into personal coaching for each student. We will foster individual potential and work on each student's weaknesses, closely and on an individual basis.



PROXIMITY,
CONTINUAL
INTERACTION



Highly
qualified,
expert
teaching staff



6.4. Small groups

We have a ratio of one teacher to every **12 students**. This firm commitment to providing our students with continual, personalised attention and monitoring makes Gasma the benchmark institution in the education sector in this area.

This is the only way we can ensure an individual continuous improvement system is implemented with every student.

07. Your career opportunities

NATIONAL AND INTERNATIONAL PROFESSIONAL OPPORTUNITIES

THE FULL-EMPLOYMENT PROFESSION
A GLOBAL PROJECT, OPEN TO THE WORLD

Gastronomy is a highly interdisciplinary field involving a wide range of activities connected with the gastronomic and culinary sectors.

This diversity means that graduates can apply the skills acquired on the Bachelor's Degree studies to start up new businesses or develop their professional careers in all kinds of ways in organisations and companies in the following:

- The food industry
- Restaurant and catering
- Gastronomy consultancy
- Tourism
- Hospitality
- Research and development
- Training.



Your door to the
national and
international
employment
market

The many career opportunities open to them enables graduates in Gastronomy to practice their profession in positions of responsibility, such as:

- Chef
- Director of Food & Beverage
- Gastronomy Consultant
- Events and Gastronomic Activities Manager
- Food Sector Research and Innovation Manager
- Restaurant and Catering Company Manager
- Food Quality and Safety Officer
- Culinary Operations and Projects Manager

Additionally, our graduates will be able to apply their professional skills in the teaching and consulting sectors, including:

- Culinary and gastronomic managers, consultants or advisers.
- Teachers in areas related to gastronomy. There is demand and a strong possibility of employment, owing to the current growth in centres dedicated to teaching within the sphere of Gastronomy: master classes, course delivery, work placement supervision, etc
- Teaching adviser in gastronomic training centres; providing support to teaching centres by intervening to resolve problems and overcome difficulties in gastronomic education.

08. Our professional careers service



High
employability
after completing
your studies

The ACCEDE Programme works to improve the employability of undergraduate and postgraduate students and former students.

It is based on improving fundamental cross-curricular skills to access the employment market and develop a career. It also provides tools for seeking employment and improving professional networking.

GASMA-CEU AT THE SERVICE OF THE EMPLOYABILITY OF OUR GRADUATES

Who is it aimed at?

- Students in the last year of Bachelor and Licentiate degree programmes.
 - Post-graduate students.
 - Former students.

How do I access CEU ACCEDE?

If you are a Bachelor, Licentiate or Postgraduate student: your faculty will organise sessions, select contents and suggest dates that best fit your class itinerary.

09. Gasma-CEU, a differentiator

THE GASTRONOMY AND CULINARY MANAGEMENT CAMPUS

The Gastronomy and Culinary Management Campus (Gasma) is a university training, research and innovation centre that aims to develop the gastronomy and culinary industry by taking a unique approach. Gasma-CEU is the first private educational institution in the Region of Valencia to bring the study of gastronomy and culinary business management to the university classroom. Gasma-CEU'S differentiator is how these two disciplines complement each other.

GASTRONOMIC ECOSYSTEM-WITH AN INTERNATIONAL VOCATION

Gasma-CEU has come into being with a marked international mission and with the objective of generating a gastronomic ecosystem that transcends the physical space of the classroom. Gasma is totally adapted to market needs. Accordingly, further to its official bachelor's degree in Gastronomy and Culinary Management, its range of courses is completed with a variety of master's degrees, as well as with courses and workshops for professional and amateur gastronomes.

EMPLOYABILITY

Studying at Gasma-CEU is the perfect way to allow your profession to take the same path as your passions, since it focuses on an industry where there is high demand from employers. A study performed for Gasma by KPMG consulting confirms that demand for this type of training has grown more than 30%, a trend that coincides with an increase in international culinary tourism in Spain.



PRESTIGE

Spanish gastronomy is currently a world leader, with three restaurants placed among the best eight in the world. What is more, many of the most important and highly reputed international chefs are Spanish, a factor that has contributed to raising the social prestige of gastronomy-related professions in Spain.

PROFITABILITY

This boom in Spanish gastronomy coincides with the commencement of a debate on the need to incorporate management and finance skills into the sector. Many voices are calling for the inclusion of materials in training courses that will equip students to add profitability to this prestige and to our success in the gastronomic world.

Gasma is the basis of a gastronomic ecosystem, which seeks to influence its surrounding environment and which will go hand in hand with other agents and activities related to Gastronomy, the hospitality sector, the tourist sector and Culinary Management.

The Gastronomy and Culinary Management Campus is Mediterranean. Its objectives therefore include promoting natural, healthy, fair cuisine, as well as local foods, while embracing the latest technologies applied to Gastronomy.

Students are a priority at Gasma. We offer **a unique setting and exceptional facilities** for teaching and research activities.

Interaction between teachers and students is encouraged through a personal tutor and through small teaching groups, where the teacher is able to provide a more personal attention.

The University has a clear international mission and promotes international agreements being oriented towards a global market. Besides, it encourages students to use English language based on the training activities.

Gasma is a committed University Campus and strives to respond to current supply and demand needs. Other centres offer studies focused

on culinary skills, but **Gasma goes one step further and integrates Culinary Management into the students' day-to-day activities**. The Gastronomy and Culinary Management Campus thinks about your future.

Gasma is an institution open to society as a whole, and runs courses and workshops for both professional and amateur gastronomes. Furthermore, the campus will have its own restaurant to satisfy the most demanding palates.

Gasma encompasses the entire culinary essence and entrepreneurial tradition of the **Mediterranean**.

Gasma is not only the first Gastronomy and Culinary Management Campus in the Autonomous Community of Valencia, but also the new leading centre on the Mediterranean arc. Our area is a traditional stomping ground for entrepreneurs. Our culture and origins are a central part of Gasma, in both its Gastronomic and Management facets. The two traditions come together at the Gastronomy and Culinary Management Campus, where the Mediterranean is much more than a context: it is an experience. The climate, way of life, indigenous products and the actual social structure of Mediterranean towns create a unique ecosystem, where a different sort of training centre can be set up, offering clear value.

Gasma has the advantage of being located in a small city, with a slow rhythm of life and moderate cost of living, combined with the possibilities offered by being just 40 minutes from the centre of Valencia and just over two and a half hours by train from the centre of Barcelona, both of which are leading Mediterranean cities and benchmarks in Mediterranean culture.

10. The University Campus

A GASTRONOMIC
OASIS AT THE
HEART OF THE
MEDITERRANEAN
ARC



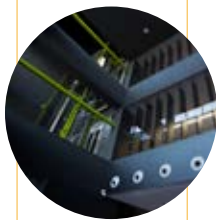
Our venues

The degree has two locations:

1. The imposing building of the CEU- Cardenal Herrera University in Castellón, where the lectures are imparted.
2. Villa Dolores, an estate located in an iconic and unique location historically linked with the social and economic growth of the ComunidadValenciana, dedicated to all activities related to gastronomy, workshops, R & D & I and courses for food lovers.

The campuses are based in Castellón and are perfectly located: they both are near the city's southern access roads, 40 minutes from the centre of Valencia and less than 10 minutes from the railway station. The campus in Villa Dolores occupies 26,500 square metres of land, with extensive green parkland.

The estate was once the centre of a minor agricultural revolution that modernised the region's citrus production. Decades later, Villa Dolores has reemerged as the headquarters of a Campus and a reference for the Mediterranean region. Tradition and innovation live side by side in a unique setting that invites you to experience and enjoy life at Gasma.



Facilities include:

1. Large classrooms fully equipped with the technology required to support teaching practice.
2. Kitchens fitted with the very latest teaching aids and technology.
3. Multi-purpose hall for events, presentations and other uses.
4. Workshops for practical classes, seminars and R&D projects.
5. Facilities connected with culinary activity (cold room, refrigerators, ovens, etc.).
6. Library and study areas.
7. Student restaurant.
8. High gastronomy restaurant.
9. Gastrobar.
10. Wine tasting rooms
11. Workshops for learning, R&D+i, sensory.
12. Plus areas for developing projects to encourage students to use, consume and promote local produce



11. Your accommodation

Castellón, a Mediterranean city with more than 175,000 inhabitants, has plenty of properties available for rent, priced between 200€ and 500€.

What is more, to make your stay easier and more comfortable while you are studying, Gasma will help you find other students for flat-shares. If you prefer a hall of residence, we have agreements in place with the leading student residences in Castellón:



Gasma Suites

This is an exceptional newbuild, with a well-reputed, competitive offering. It is unique in Castellón for several reasons: its location and the design of its internal spaces, buildings and accommodation; the quality of the materials used; its use of technology, and its 24-hour reception and security service.



Student Residence Riu Sec

Residence is located 2.5 km from the city centre and is well connected to the city centre by bus (lines 3, 10, 11 and 12) and the Tram (L T-1).



University Residence San Lucas Castellon

Modern individual exterior romos with air conditioning and heating. This residence is exclusive for University CEU Students. Is located in the city centre, with good public transport communications.



Doña Lola Castellón

Doña Lola Castellón offers various types of rooms. All rooms are prepared and equipped to make customers feel at home. Cozy, spacious and comfortable rooms and studios that are also available for long-term stay. Fully refurbished in 2009.



12. Admission Process

Future students interested in joining the next course of the Bachelor's Degree in Gastronomy and Culinary Management should follow the procedure set out below.

However, if you have any difficulties or questions, please contact the New Student Information Service.

ADMISSION APPLICATION

To apply for admission to the Bachelor's Degree in Gastronomy, you have to fill in a simple admission application form, via which you can make an appointment for a personal admission interview.

The admission application form can also be submitted in person at the New Student Information Service.

You will be asked to choose a day and time for your personal admission interview and this will take place at the facilities of CEU Cardenal Herrera University. Interview can be done also through Skype.

PERSONAL INTERVIEW

The interview will be held with a manager from the Bachelor's Degree in Gastronomy area and has two main purposes: firstly, for the candidate to have direct contact with the University by interacting with UCH CEU, who will be able to answer any questions they have; secondly, for the candidate to find out all about the Bachelor's Degree in Gastronomy and Culinary Management first-hand.

At the interview, the candidate will be given complete information about the course and the way that our University works. This will assist the decision-making process. Additionally, the interview will allow us to learn more about the future student's skills and motivations directly, in-person, which is a key factor for us in evaluating the candidate as a possible student on our Degree course.

PLACE RESERVATION AND ENROLMENT

Following the admission interview, the process to reserve a place will begin. Generally speaking, except in special circumstances, 24 hours after the interview, the candidate will receive a notification by e-mail and through the admissions intranet.

Notification will set out one of three scenarios for the candidate:

- That they have been selected and that there is a place available for them. In this case, the notification will be accompanied by a personalised admission telling them what they have to do to continue letter with the process. Following the simple instructions on this document, the candidate can reserve a place at the Gastronomy & Culinary Management Campus.
- That they have been put on the waiting list for access to the qualification. In this event, they will be informed as to the next steps to take.
- In case is not selected we will explain the reason.

Selection will take place by evaluating the candidate, their motivations and skills and, where applicable, their personal and family circumstances. Given that the Gastronomy & Culinary Management Campus has its own selection system, the grade obtained in University Entrance Exams will not be taken into account for this purpose, although final enrolment can take place only when all legal requirements for admission to the University have been fulfilled.

In the event that they are selected, students should register in order to make their place reservation official:

- The future student will be able to print the necessary documentation to pay the registration fee from the intranet.
- 24 hours after having made the payment, the future student should fill in the registration form on the intranet.

Both payment of the fee and completion of the registration form will be required in order for the

place to be reserved and to subsequently be able to request an appointment for enrolment, which will be formalised at the General Secretariat of the University.

ABOUT PROFILE TESTS

The Gastronomy and Culinary Management, GASMA, has implemented a process that helps evaluate the knowledge and skills of its new students in order to identify their profile on accessing the Bachelor's Degree in Gastronomy.

This process allows us to classify the access level of students so we can design teaching strategies in accordance with the group they belong to. To do this, at the start of the academic year, once the students have enrolled at the Centre, a series of profile tests are carried out in the classroom, which are specifically adapted to the Bachelor's Degree in Gastronomy. Based on the information obtained from these tests, the University designs reinforcement and intensification actions adapted to the students' needs.

This is a further example of our efforts to offer personalised teaching, oriented towards getting the best out of each student. In this process, students are also given an English level test. Using the results of this test, UCH CEU will tell students which free courses they should attend from among its language courses, in order to achieve the level of English required on bachelor's degree courses.



ASK US

IF YOU HAVE ANY QUERIES:

ADMISIONES.GASTRONOMIA@UCHCEU.ES



13. Gaining admission to the bachelor's degree

- **BACCALAUREATE LOGSE**
All students who have completed the second year of Baccaureate and passed the university entrance exams will be allowed access to the University Degree. UCH CEU has its own student-admission process.
- **INTERNATIONAL BACCALAUREATE TAKEN WITHIN OR OUTSIDE SPAIN**
 1. Educational systems of the European Union with specific agreement on education .
 2. Educational systems of countries outside the European Union or with which there is no s pecific agreement on education
- **ADVANCED VOCATIONAL QUALIFICATION (CFGGS) OR FP II OBTAINED IN SPAIN**
Pursuant to current legislation, all students who have completed a CFGS (Advanced Vocational Training Cycle) may access the University from any professional sphere, but in the event that demand exceeds the number of places available, the UCH CEU will give preference to qualified candidates holding qualifications from the same branch of knowledge as the one studied on the degree course that they wish to follow.
- **QUALIFICATIONS THAT ARE EQUIVALENT TO SPANISH VOCATIONAL TRAINING QUALIFICATIONS OR EDUCATIONAL COURSES DONE ABROAD**
Additionally, Spanish and non-Spanish applicants can be admitted to the UCH CEU if they have completed studies abroad that are equivalent to Advanced Vocational Training Cycle qualifications. Studies equivalent to the Advanced Vocational Training Cycle or Professional Training taken abroad.
- **PREVIOUSLY COMPLETED UNIVERSITY STUDIES**
 1. University studies previously completed in Spain
 2. University studies previously completed outside Spain.
- **UNIVERSITY QUALIFICATIONS STARTED BUT NOT COMPLETED**
Access by transfer of academic records
- **VOCATIONAL EXPERIENCE OR OTHER PERSONAL CIRCUMSTANCES**
People over 25/45.
People over 40 with vocational experience related to the degree that they wish to study.



ASK US

IF YOU HAVE ANY QUERIES:

ADMISIONES.GASTRONOMIA@UCHCEU.ES

14. Grants, Financial Assistance and Insurance

Grants

The CEU has been working to train young people for more than 75 years. It is a socially inspired, non-profit institution.

Indeed, it is the private entity that makes the highest economic investment in grants in Spain. To achieve this objective, the CEU has the following grants and financial assistance plans:

Official grants

- Ministry of Education
- Ministry of Foreign Affairs and Cooperation
- National Awards for Excellence
- Regional Government of Valencia

Own grants

- For academic excellence
- For culinary excellence

Collaboration grants

Financial assistance

Banco de Sabadell loan facility

Gasma has reached several agreements with Banco Sabadell in order to be able to assist our students and graduates in financing their studies in full or in part. It is possible to obtain financial assistance for a single year, for the entire bachelor's degree, for a master's degree and even to finance an Erasmus programme. We do not want anyone interested in this university training, which is unique at an international level, to miss out on the opportunity of studying with us.

Insurances

- University insurance
- University insurance for students over 28 years of age
- Seguro de continuidad de estudios
- Payment-protection insurance

Contact

Admissions and Financial Assistance:
E-mail: admisiones.gastronomia@uchceu.es



GASMA ES ESTUDIOS UNIVERSITARIOS MAESTROS PROFESIONALES AFICIONADOS DE INTERÉS



GRADO OFICIAL MASTERS

SOLIDEZ ACADÉMICA Y TÉCNICA DEPURADA.
GASMA TE PREPARA PARA DAR EL SALTO A
NIVEL INTERNACIONAL. CONVIERTE TU PASIÓN
POR LA GASTRONOMÍA EN UNA PROFESIÓN DE
FUTURO.

GASTRONOMY & CULINARY MANAGEMENT CAMPUS



Contacto

E-mail: admisiones.gastronomia@uchceu.es

Telf. +34 902 103 346

+34 964 217 649