



Course Specification

Course Title: Food and Beverage Management

Course Code: 3572109

Semester 2nd Academic Year 2018

**Bachelor of Arts in Hospitality Management
(International Programmed)
School of Tourism and Hospitality Management
Suan Dusit University**

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Course Specification

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|---------------------------|--|
| Name of institution | Suan Dusit University |
| Campus/faculty/department | School of Tourism and Hospitality Management |

Section1 General Information

1. Course code and course title

Course Code: 3572109

Course title: Food and Beverage Management

2. Number of credits

3 (3-0-6)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Specific Requirement Course Major: None

4. Responsible faculty members

4.1 course coordinator: Aj.Thianrat Chatphattaraphon

4.2 Instructors: Aj.Thianrat Chatphattaraphon Section: A1

5 .Semester /year of study

Semester2 / Academic year2018 / Year 1

6 .Pre-requisite (if any)

None

7 .Co-requisites (if any)

None

8 .Venue of study

Suan Dusit University

9 .Date of latest revision

November 2018

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

- Operating and Managing Food and Beverage are the skill set that acquired in class, along with the capability of understanding the core theory of Mixology.

1.2 Skills (Abilities and skills acquired from learning)

- Applying the Basic Knowledge of Food and Beverage to the Industry (as the beginner), able to apply Basic Skills of Food and Beverage in term of being a helper or a beginner personnel of the bar or the restaurant as in an actual business.

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

- Understanding to the Basic Knowledge of Food and Beverage to the Industry with the wisdom of the Good Attitude perceptions as being a part of the Industry

2. Objectives of Course Development/Modification

After successful completion of this course, students will be proficient in applying the Basic Knowledge of Food and Beverage to the Industry (as the beginner), able to apply Basic Skills of Food and Beverage in term of being a helper or a beginner personnel of the kitchen and bar or doing the restaurant business. To further their service essentials, this course encourages students to deliver good services; *Serving standards, Table setting, Social manners, Bar and Beverage productions and techniques and so forth*, with the wisdom of the Good Attitude perceptions as being a part of the

Industry. At the same time, operating and managing Food and Beverage are the skill set that acquired in class, along with the capability of understanding the core theory of Mixology.

Section 3: Course Description and Implementation

1. Course Description

Concepts, theories, and practical skills in food and beverage management both the front of house service operation and back of the house operation, lead to the development of knowledge of managerial concept and techniques through analyzing, evaluation, planning, cost control, storing control, menu planning and marketing both for the restaurant & kitchen and bar & beverage to meet changing customer needs, and safe working practices and food safety issues at a supervisory level

2. Number of Hours per Semester

| Lecture (Hour) | Additional class (Hour) | Laboratory/field trip/internship (Hour) | Self-study (Hour) |
|---------------------------|------------------------------------|--|------------------------------|
| 45 hours | - | 45 hours | 90 hours |

3. Number of hours that the lecturer provides individual counseling and guidance

- Course convenor will be available for additional academic advice for 2 hours per week.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

(1) To realize good values, moral conscience and ethics

(2) To be self and social responsible with good attitude and behavior

(3) To responsible of duties, good membership and develop leadership skills and act as a role model to others

(4) To be disciplined and follow the organizational and social rules and regulations

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

- organising a focus group to find relevant examples

1.3 Evaluation methods

- Frequency of attendance and punctuality of assessment submission

-From assignment

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

(1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

(2) To be able to integrate knowledge of hospitality with other related fields.

(3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
- Learning by doing (tour operated by students)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth

(2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations

(3) **To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields**

3.2 Teaching methods

- Group work and presentation
- Group discussion

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to work with others and solve the problems both as a good leader and a good team member.

(2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self-evaluation
- Peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

(4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Lecture and discussion.
- Practice to making the drinks
- Internship at Dusit Bistro
- Discuss after internship.

5.3 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating the drinks
- Midterm.
- Final test

Section 5: Teaching and Evaluation Plans

1. Lesson Plan

| Week | Topics | No. of Hours | Teaching & Learning Activities, Instructional Media (if any) | Faculty Member(s) |
|------|--|--------------|---|---------------------------------|
| 1 | Introduction on the Hospitality Industry -The Role of Food and Beverage Service -Key Concepts | 3 | - Guide line to the course's study. - Direct instruction and Discussion. - Student-centered: Constructive | Aj.Thianrat Chatphattaraphon |

| | | | | |
|-----|--|---|---|--|
| | | | <p>approaches and Cooperative learning.</p> <ul style="list-style-type: none"> - Teaching Media - PowerPoint Slides - VDO clip | |
| 2 | <p>Food and Beverage Operations</p> <ul style="list-style-type: none"> - The origin of Food and Beverage Service - The modern food and Beverage Industry - Classification into Non Alcoholic & Alcoholic Beverages | 3 | <ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides | <p>Aj. Thianrat Chatphattaraphon</p> |
| 3-4 | <p>Food Production Methods</p> <ul style="list-style-type: none"> - Food and Beverage Department - Kitchen Design and Work Flow - Food Production Staff | 6 | <ul style="list-style-type: none"> - Direct instruction and discussion - Individual practice and test - Practice activities | <p>Aj. Thianrat Chatphattaraphon</p> |
| 5-6 | <p>Food Service Method</p> | 6 | <ul style="list-style-type: none"> -Direct instruction and discussion -Individual practice and test | <p>Aj. Thianrat Chatphattaraphon</p> |

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| | <ul style="list-style-type: none"> - Managing the Dining Room - Document Order - Meal Service | | <ul style="list-style-type: none"> - Practice activities | |
| Midterm Examination | | | | |
| 7 | Fermented Beverage of Beer <ul style="list-style-type: none"> - Wheat Beer - Oat Beer - Rice Beer | 3 | <ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides -Workshop | Aj. Thianrat Chatphattaraphon |
| 8-9 | Type of drink alcohol <ul style="list-style-type: none"> - Preparation & service of Wine | 6 | <ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides -Workshop | Aj. Thianrat Chatphattaraphon |
| 10 | Type of drink alcohol Preparation & service of Liqueurs | 3 | <ul style="list-style-type: none"> - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning | Aj. Thianrat Chatphattaraphon |

| | | | | |
|----|---|---|---|----------------------------------|
| | - Bar Management | | - Individual - Teaching Media - PowerPoint Slides Workshop | |
| 11 | Mixology (Theory) | 3 | - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides | Aj. Thianrat Chatphattaraphon |
| 12 | Mixology | 3 | - Direct instruction and Discussion -Student-centered: Constructive approaches and Cooperative learning - Individual - Teaching Media - PowerPoint Slides -Workshop | Aj. Thianrat Chatphattaraphon |
| 13 | Mixology | 3 | - Individual - Teaching Media - PowerPoint Slides | Aj. Thianrat Chatphattaraphon |
| 14 | Non-Alcohol -Mocktail -Sparkling | 3 | - Individual - Teaching Media - PowerPoint Slides | Aj. Thianrat Chatphattaraphon |

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| 15 | Non-Alcohol -Coffee -Chocolate drinks | 3 | - Individual - Teaching Media - PowerPoint Slides | Aj. Thianrat Chatphattaraphon |
| Final Examination | | | | |

1. Evaluation plan

| Activities | Expected outcomes | Methods | Week | Percentage |
|------------|-------------------|---|------|------------|
| 1 | 1.1 | Observe behavior, Participation | 1-15 | 10% |
| 2 | 1.3,2.2,3.3,4.1 | Presentation, Pair work, Individual work | 2-15 | 50% |
| 3 | 1.3,2.2,3.3,4.1 | Midterm Examination | 8 | 20% |
| 4 | 1.3,2.2,3.3,4.1 | Final Examination | 16 | 20% |

2. Evaluation

| Learning Outcomes | Evaluation Methods | Week | Proportion of Evaluation (%) |
|-------------------|--------------------|------|------------------------------|
| 1 | Participation | 1-15 | 10 |
| 2 | Mid-term exam | 2-15 | 20 |
| 3 | Learning by doing | 8 | 50 |
| 4 | Final exam | 16 | 20 |

Section 6 Teaching Materials and Resources

1. Texts and main documents

Andrews, S. (2008). *Textbook of Food and Beverage Management*. New Delhi: McGraw-Hill

Management". Pearson

2. Documents and important information

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| 1 | John Cousins, Dennis Lillicrap, Suzanne Weekes (2014). <i>Food and Beverage Service 9th Edition</i> . DC Graphic Design Limited, Swanley Village, Kent. |
| 2 | Lin, I.Y. and Mattila, A.S. (2010). <i>Restaurant Servicescape, Service Encounter, and Perceived Congruency on Customers Emotions and Satisfaction</i> , Journal of Hospitality Marketing & Management, Research, 19:8, 819-841. |
| 3 | Brown, B., and Hepner, K. (2004). <i>The waiter's handbook edition 3</i> . Australia: Pearson Prentice Hall. |
| 4 | Peggy Post, Anna Post, Lizzie Post, Daniel Post Senning (2011). <i>Emily Post's Etiquette 18th Edition</i> . Harper Collins Publisher, New York. |

3. Documents and recommended information

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| 1 | Food and beverage training documents |
| 2 | Food and Beverage Service |
| 3 | Training Manual for Food and Beverage Services |
| 4 | The bar and beverage |

Section 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Interviews with students
- Observations of students' responses during class
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

The strategies for collection data for teaching evaluation are as follows:

- Exam results
- Revision of learning outcomes

3. Improvement of Teaching

- Seminar for course and teaching improvement
- Research for course and teaching improvement

4. Evaluation of students' learning outcome

- Revision of assessment evaluations by external lecturers or experts

5. Review and improvement for better outcome

- Classroom activities, quizzes, observation, class participation and midterm and final examinations
- Students will be able to evaluate instructor qualification on teaching strategic skills
- The overall curriculum evaluation will be completed by last-year students, graduates, experts and scholars, and graduate users.