

Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	TUNG, YI-FAN
Course Class	TQVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	This subject introduces students to the nature and character of food and Beverage service business and the role of customers in shaping the business. It will cover the basic concepts of operation and management. Based on a framework of organization theory and systems, it will define the essential components of dining room management from purchasing to customer service.		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Students will be able to examine the nature of the food and beverage product and the importance of sound menu planning with emphasis on the food supply chain from purchasing to delivery.	C4	ABCDE
2	Students will be able to examine the nature of the F&B product and the importance of sound menu planning with emphasis on the food supply chain from purchasing to delivery. Students will be able to identify the nature, needs and procedures of organizing the use of F&B resources, staff, materials, facility and equipment to develop an effective and productive environment.	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will be able to examine the nature of the food and beverage product and the importance of sound menu planning with emphasis on the food supply chain from purchasing to delivery.	Lecture, Discussion, Problem solving	Written test, Report, Participation

2	<p>Students will be able to examine the nature of the F&B product and the importance of sound menu planning with emphasis on the food supply chain from purchasing to delivery.</p> <p>Students will be able to identify the nature, needs and procedures of organizing the use of F&B resources, staff, materials, facility and equipment to develop an effective and productive environment.</p>	Lecture, Discussion, Appreciation, Practicum, Visit, Problem solving	Written test, Practicum, Report, Participation
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This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◆ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/09/15 ~ 103/09/21	Welcome to Food & Beverage Industry	
2	103/09/22 ~ 103/09/28	The foodservice business	
3	103/09/29 ~ 103/10/05	Leadership in foodservice industry	
4	103/10/06 ~ 103/10/12	Managing the restaurant' s human resources	
5	103/10/13 ~ 103/10/19	Understanding the customer and marketing	

6	103/10/20 ~ 103/10/26	Menu Planning and Development	
7	103/10/27 ~ 103/11/02	Recipe Standardization, Costing, and Analysis	
8	103/11/03 ~ 103/11/09	103/11/04- Field Trip_8th Wowprime Cup	
9	103/11/10 ~ 103/11/16	Food Sanitation and Safety	
10	103/11/17 ~ 103/11/23	Midterm Exam Week	
11	103/11/24 ~ 103/11/30	Supply Chain Management	
12	103/12/01 ~ 103/12/07	Internal Control & Operational Analysis	
13	103/12/08 ~ 103/12/14	Beverage management	
14	103/12/15 ~ 103/12/21	103/12/19 Class will be replaced by 103/11/04 Field Trip	
15	103/12/22 ~ 103/12/28	Project Presentation	
16	103/12/29 ~ 104/01/04	Project Presentation	
17	104/01/05 ~ 104/01/11	104/01/06 & 104/01/09 Classes will be replaced by 103/104 Field Trip	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Reynolds, Dennis R. (2013) Foodservice Management Fundamental, John Wiley & Sons, Inc.		
Reference(s)	Walker, John R. (2011) The Restaurant: From Concept to Operation, 6th Edition, John Wiley & Sons, Inc.		
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other <Projects> : 80.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		