

Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	TSAI, TSUNG-PO
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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	<p>This class is the introduction of the beverage service of the Hospitality Industry including beers, wines, spirits, and non-alcoholic beverages. The Topics includes history, purchase, legislation, marketing, production, storage, and service of the beverages covered in this course.</p>		

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	Understanding the production and bar service of alcoholic beverages	C2	ABCDE
2	Strengthening the knowledge of the production processes for spirits, wine, and beer.	C2	BD
3	Understanding the common internal beverage control in restaurants and bars.	C2	BD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the production and bar service of alcoholic beverages	Lecture, Discussion	Written test, Report
2	Strengthening the knowledge of the production processes for spirits, wine, and beer.	Lecture, Discussion, Problem solving	Report, Participation
3	Understanding the common internal beverage control in restaurants and bars.	Lecture, Discussion, Visit, Problem solving	Written test, Report, Participation

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	106/09/18 ~ 106/09/24	Course Orientation	
2	106/09/25 ~ 106/10/01	Responsible Alcohol Service	
3	106/10/02 ~ 106/10/08	Understanding Spirits - Vodka	Practice
4	106/10/09 ~ 106/10/15	Understanding Spirits - Rum	Practice
5	106/10/16 ~ 106/10/22	Understanding Spirits - Gin	Practice
6	106/10/23 ~ 106/10/29	Understanding Spirits – Tequila	Practice
7	106/10/30 ~ 106/11/05	Understanding Spirits – Whisky & Brandy	Practice
8	106/11/06 ~ 106/11/12	Understanding Wines	
9	106/11/13 ~ 106/11/19	Understanding Wines	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Field Trip – Kavalan	
12	106/12/04 ~ 106/12/10	Understanding Beers	

13	106/12/11 ~ 106/12/17	Guest Speaker (Tentative)	
14	106/12/18 ~ 106/12/24	Cocktail Recipes - Shooters	Practice
15	106/12/25 ~ 106/12/31	Cocktail Recipes - Specialties	Practice
16	107/01/01 ~ 107/01/07	Bar Management & Beverage Careers	
17	107/01/08 ~ 107/01/14	Final Exam (Cocktail Making)	Practice
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	Students who do not attend class after gaining approval for leave are viewed as being "absent" from class. Those who do not attend class for more than 18 hours are disqualified for any exams in the class and will receive a semester grade (for that course) of zero.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Murphy, J. P. (2013). The Principles and Practices of Bar and Beverage Management-The Drinks Handbook.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other < Assignments&Tests > : 40.0 %		
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.		