

Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<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 course is the introduction of F&B service of the hospitality industry. It provides students the basic knowledge on food and beverage management. The course explores how services are different from tangible goods, how service procedures for various functional areas of hospitality, and what are the key factors that contribute to service quality and guest satisfaction. The goal of this course is to prepare students with both the management theories and operational competencies necessary for entering the industry.</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	(1) To develop an understanding of the significance of F&B management (2) To examine F&B management concepts relevant to the hospitality industry (3) To understand the legal risk associated with common hospitality business practices (4) To develop service skills for handling unexpected problems that arise daily (5) To cultivate critical thinking skills with a hospitality perspective.	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>(1) To develop an understanding of the significance of F&B management</p> <p>(2) To examine F&B management concepts relevant to the hospitality industry</p> <p>(3) To understand the legal risk associated with common hospitality business practices</p> <p>(4) To develop service skills for handling unexpected problems that arise daily</p> <p>(5) To cultivate critical thinking skills with a hospitality perspective.</p>	Lecture, Discussion, Simulation, Practicum, Problem solving	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	107/09/10 ~ 107/09/16	Course Orientation	
2	107/09/17 ~ 107/09/23	Hospitality and Service	Current #1
3	107/09/24 ~ 107/09/30	Group Discussion	Current #2
4	107/10/01 ~ 107/10/07	Front and Back of the House	Current #3

5	107/10/08 ~ 107/10/14	Food Culture I	
6	107/10/15 ~ 107/10/21	Communication	Current #4
7	107/10/22 ~ 107/10/28	Safety and Sanitation	Current #5
8	107/10/29 ~ 107/11/04	Facing Customers	
9	107/11/05 ~ 107/11/11	Cost Estimation	Current #6
10	107/11/12 ~ 107/11/18	Midterm Exam Week	
11	107/11/19 ~ 107/11/25	Food Culture II	Paper Due
12	107/11/26 ~ 107/12/02	Challenge	
13	107/12/03 ~ 107/12/09	Challenge	Current #7
14	107/12/10 ~ 107/12/16	Emergency	Current #8
15	107/12/17 ~ 107/12/23	Food Culture III	Current #9
16	107/12/24 ~ 107/12/30	Seminar	Current #10
17	107/12/31 ~ 108/01/06	Review	
18	108/01/07 ~ 108/01/13	Final Exam Week	

Requirement	
Teaching Facility	Computer, Projector
Textbook(s)	
Reference(s)	
Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other <projects> : 40.0 %</p>

Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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