

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
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.			
S u b j e c t 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			
<p>A. Ability to analyze and solve problems.(ratio:20.00)</p> <p>B. Ability to communicate in English.(ratio:20.00)</p> <p>C. Proper service and work attitude.(ratio:20.00)</p> <p>D. Tourism management knowledge.(ratio:20.00)</p> <p>E. Tourism management skills.(ratio:20.00)</p>			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<p>1. A global perspective. (ratio:20.00)</p> <p>4. Moral integrity. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:10.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:20.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:20.00)</p>			
Course Introduction	<p>This course is the introduction of F&B service for 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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
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.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	145678	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09~ 108/09/15	Course Orientation	Srle Intro.
2	108/09/16~ 108/09/22	Hospitality and Service	Current Event #1
3	108/09/23~ 108/09/29	Group Discussion	Current Event #2
4	108/09/30~ 108/10/06	Front and Back of the House	Current Event #3
5	108/10/07~ 108/10/13	Food Culture I	Current Event #4
6	108/10/14~ 108/10/20	The Front Door	Current Event#5

7	108/10/21 ~ 108/10/27	Safety and Sentation	
8	108/10/28 ~ 108/11/03	Facing Customer	
9	108/11/04 ~ 108/11/10	Movie: Restaurant Challenge	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Food Culture II	Current Event #6
12	108/11/25 ~ 108/12/01	Cost Control	Current Event #7
13	108/12/02 ~ 108/12/08	Challenge	Current #8
14	108/12/09 ~ 108/12/15	Emergency	Current #9
15	108/12/16 ~ 108/12/22	Menu Engineering	Current #10
16	108/12/23 ~ 108/12/29	Food Culture III	
17	108/12/30 ~ 109/01/05	Movie: Restaurant operation	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	15 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Video) : 20.0 %		
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.		