

Tamkang University Academic Year 109, 1st Semester Course Syllabus

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| Course Title | FOOD AND BEVERAGE MANAGEMENT | Instructor | I-HSUAN SHIH |
| Course Class | TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P | Details | ◆ 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. | | | |
| Subject Departmental core competences | | | |
| A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:20.00) | | | |
| Course Introduction | This course is the introduction of food and beverage (F&B) service for the hospitality industry. It provides students the basic knowledge on F&B management. the course explores how services are different from tangible goods, how service procedures for various functional areas of hospitality, and what 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. | | |

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 | Cognitive |
| 2 | (2) To examine F&B management concepts relevant to the hospitality industry | Cognitive |
| 3 | (3) To understand the legal risk associated with common hospitality business practices | Affective |
| 4 | (4) To develop service skills for handling unexpected problems that arise daily | Affective |
| 5 | (5) To cultivate critical thinking skills with a hospitality perspective. | Psychomotor |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|---|--|
| 1 | ABCDE | 14567 | Lecture, Discussion, Practicum, Experience, Imitation | Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation |
| 2 | ABCDE | 145678 | Lecture | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation |
| 3 | ABCDE | 145678 | Lecture, Discussion, Practicum, Imitation | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation |
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| 4 | ABCDE | 145678 | Lecture, Discussion, Practicum, Imitation | Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation |
|-----------------|--------------------------|-----------------------------|--|--|
| 5 | ABCDE | 145678 | Lecture, Discussion, Practicum, Imitation | Discussion(including classroom and online) |
| Course Schedule | | | | |
| Week | Date | Course Contents | | Note |
| 1 | 109/09/14 ~ 109/09/20 | Course Orientation | | Self Intro. |
| 2 | 109/09/21 ~ 109/09/27 | Hospitality and Service | | CE#1 |
| 3 | 109/09/28 ~ 109/10/04 | Group Discussion | | CE#2 |
| 4 | 109/10/05 ~ 109/10/11 | Front and Back of the House | | CE#3 |
| 5 | 109/10/12 ~ 109/10/18 | Food Culture I | | CE#3 |
| 6 | 109/10/19 ~ 109/10/25 | Cost Control | | CE#4 |
| 7 | 109/10/26 ~ 109/11/01 | The Front Door | | CE#5 |
| 8 | 109/11/02 ~ 109/11/08 | Facing Customer | | |
| 9 | 109/11/09 ~ 109/11/15 | Movie | | |
| 10 | 109/11/16 ~ 109/11/22 | Midterm Exam Week | | |
| 11 | 109/11/23 ~ 109/11/29 | Food Culture II | | CE#6 |
| 12 | 109/11/30 ~ 109/12/06 | Menu Engineering | | CE#7 |
| 13 | 109/12/07 ~ 109/12/13 | Menu Engineering | | CE#8 |
| 14 | 109/12/14 ~ 109/12/20 | Safety and Sanitation | | CE#9 |
| 15 | 109/12/21 ~ 109/12/27 | Challenge | | CE#10 |
| 16 | 109/12/28 ~ 110/01/03 | Food Culture III | | |
| 17 | 110/01/04 ~ 110/01/10 | Group Discussion | | |
| 18 | 110/01/11 ~ 110/01/17 | Final Exam Week | | |
| Requirement | | | | |
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| Teaching Facility | Computer, Projector |
| Textbooks and Teaching Materials | |
| References | |
| Number of Assignment(s) | 15 (Filled in by assignment instructor only) |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (video) : 20.0 %</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> |