

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education SDG8 Decent work and economic growth		
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			
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)			
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			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>This course is the introduction of F&B service for the hospitality industry. It provides students with basic knowledge on food and beverage management. The course explores how services are different from tangible goods, how service procedures are implemented 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>
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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	12345678	Lecture, Discussion, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction + Case Study	
2	111/09/12 ~ 111/09/18	Case Study + Menu Engineering	
3	111/09/19 ~ 111/09/25	Menu Engineering	
4	111/09/26 ~ 111/10/02	Hospitality and service	
5	111/10/03 ~ 111/10/09	Front and Back of the house	
6	111/10/10 ~ 111/10/16	The Front Door	
7	111/10/17 ~ 111/10/23	Preparation for Service	
8	111/10/24 ~ 111/10/30	Review + Kahoot	
9	111/10/31 ~ 111/11/06	Movie (restaurant operation) + Quiz	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Food Culture I + Facing Customer	
12	111/11/21 ~ 111/11/27	Food Culture II + Facing Customer	
13	111/11/28 ~ 111/12/04	Cost Estimation	
14	111/12/05 ~ 111/12/11	Beverage Management	
15	111/12/12 ~ 111/12/18	Emergency + Challenge	
16	111/12/19 ~ 111/12/25	Food Culture III + Kahoot	
17	111/12/26 ~ 112/01/01	Food Culture IV + Quiz	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	10 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 5.0 % ◆ Other (projects) : 30.0 %
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>