

Tamkang University Academic Year 112, 1st Semester Course Syllabus

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| 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 | SDG4 Quality education SDG8 Decent work and economic growth SDG12 Responsible consumption and production | | |
| Departmental Aim of Education | | | |
| 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: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) | | | |

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| Course Introduction | <p>This course is the introduction of F&B service for the hospitality industry. Emphasizing a flipped classroom approach, students will explore topics through pre-class reading, case studies, and online discussions, and engage in in-class activities, and hands-on exercise to reinforce the learning. 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 analyze the key components of a successful F&B operation, including menu engineering, cost control, quality management (3)To explore current trends and emerging issues in the F&B industry (4)To understand the legal risk associated with common hospitality business practices (5)To develop service skills, teamwork and leadership abilities for handling unexpected problems that arise daily | Affective |

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, Practicum, Experience, Imitation | Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation |
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| Course Schedule | | | |
|-------------------|--------------------------|--|------|
| Week | Date | Course Contents | Note |
| 1 | 112/09/11 ~ 112/09/17 | Case Study | |
| 2 | 112/09/18 ~ 112/09/24 | Menu Engineering | |
| 3 | 112/09/25 ~ 112/10/01 | Menu Engineering Quiz | |
| 4 | 112/10/02 ~ 112/10/08 | Hospitality and service | |
| 5 | 112/10/09 ~ 112/10/15 | Front and back of house | |
| 6 | 112/10/16 ~ 112/10/22 | The front door | |
| 7 | 112/10/23 ~ 112/10/29 | Preparation for service | |
| 8 | 112/10/30 ~ 112/11/05 | Movie & Kahoot | |
| 9 | 112/11/06 ~ 112/11/12 | Midterm Exam Week | |
| 10 | 112/11/13 ~ 112/11/19 | Field Trip on 11/17 | |
| 11 | 112/11/20 ~ 112/11/26 | Food Culture | |
| 12 | 112/11/27 ~ 112/12/03 | Food Culture/Facing customer | |
| 13 | 112/12/04 ~ 112/12/10 | Cost Estimation | |
| 14 | 112/12/11 ~ 112/12/17 | Challenge | |
| 15 | 112/12/18 ~ 112/12/24 | Food Culture/Kahoort | |
| 16 | 112/12/25 ~ 112/12/31 | Food Culture/Final Quiz | |
| 17 | 113/01/01 ~ 113/01/07 | Final Exam Week | |
| 18 | 113/01/08 ~ 113/01/14 | Flex week, learning activities should be arranged. | |
| Key capabilities | | self-directed learning International mobility Humanistic Caring Problem solving | |
| Interdisciplinary | | | |
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| Distinctive teaching | Special/Problem-Based(PBL) Courses |
| Course Content | Logical Thinking Sustainability issue |
| Requirement | |
| Textbooks and Teaching Materials | Self-made teaching materials:Handouts Using teaching materials from other writers:news paper |
| References | |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : 5.0 %</p> <p>◆ Final Exam : 5.0 %</p> <p>◆ Other (reflection/ cases) : 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> |