

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	FOOD AND BEVERAGE MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG12 Responsible consumption and production		
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: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	This course offers a welcoming introduction to food and beverage service in the hospitality industry. With a focus on a flipped classroom approach, students are invited to explore topics through pre-class readings, case studies, and online discussions. In class, engaging activities and hands-on exercises will help deepen understanding and bring concepts to life. The course aims to gently guide students in building both the theoretical knowledge and practical skills needed to step confidently into 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)Understand the importance of F&B management in hospitality. (2)Analyze key elements of F&B operations, such as menu design, cost control, and quality. (3)Learn about legal risks in hospitality practices. (4)Explore current trends and issues in the F&B industry. (5)Develop service skills, teamwork, and problem-solving abilities.			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, 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	114/09/15 ~ 114/09/21	Course Intro + Case Study		

2	114/09/22 ~ 114/09/28	Hospitality and Service	
3	114/09/29 ~ 114/10/05	Front and back of house	
4	114/10/06 ~ 114/10/12	The front door	
5	114/10/13 ~ 114/10/19	Field Trip	mos
6	114/10/20 ~ 114/10/26	ITM Meetup	
7	114/10/27 ~ 114/11/02	Board Game	
8	114/11/03 ~ 114/11/09	Preparation for service	
9	114/11/10 ~ 114/11/16	Movie Reflection	
10	114/11/17 ~ 114/11/23	Kahoot + Quiz	
11	114/11/24 ~ 114/11/30	Food Culture 1 + menu engineering	
12	114/12/01 ~ 114/12/07	Menu Engineering Quiz	
13	114/12/08 ~ 114/12/14	Facing Customer	
14	114/12/15 ~ 114/12/21	Cost Estimation	
15	114/12/22 ~ 114/12/28	Food Culture 2	
16	114/12/29 ~ 115/01/04	Kahoot + Final Quiz	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning International mobility Humanistic Caring Problem solving	
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Handouts
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 5.0 %</p> <p>◆ Other 〈project〉 : 20.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>