



# **College of Hospitality Industry Management**

## **Course Specification**

Course Code: IHH3306

Course Title: Event and Catering Management

Credits: 3(3-0-6)

Program: Hotel Management  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
(CHM)

Semester: 1 Academic Year: 2023

## Section 1 General Information

### 1. Code and Course Title:

**English:** IHH3306 Event and Catering Management

**Thai:** IHH3306 การจัดงานอีเวนต์และการจัดเลี้ยง

### 2. Credits: 3(3-0-6)

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Hotel Management (Major: Hotel Innovation)

3.2 Course Category:

☐ General Education

☒ Required Course

☐ Elective Course

☐ Others .....

This course of Bachelor of Arts, College of Hospitality Industry Management, SSRU, is categorized in *Specialized Area Courses*.

### 4. Lecturers Responsible for Course and Instructional:

**Course Lecturers:**

4.1 Lecturer responsible for Course: Dr. Nuntana Ladplee

(1) Instructional Course Lecturers: Dr. Nuntana Ladplee

### 5. Contact/Get in touch

5.1 Dr. Nuntana Ladplee, room number 306

Tel: 095-953-6924 E-mail: nantana.la@ssru.ac.th

### 6. Semester/Year of study

6.1 Semester 1 Year of study 2023

6.2 Number of students enrolled:    Students

### 7. Prerequisite Course:

None

### 8. Co-requisite Course:

None

### 9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Nakhon Pathom Campus

### 10. Last Date for Preparing and Revising this Course:

July 12<sup>th</sup>, 2023

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

#### **1.1 Morals and Ethics**

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

#### **1.2 Knowledge**

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines;
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

### 1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

### 1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

### 1.5 Numerical Analysis, Communication and Information

#### Technology Skills

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

## **2. Objectives for Developing/Revising Course (content/learning process/assessment / etc.)**

According to TQF (Thailand Quality Framework: HEEd.) for Requirement courses, undergraduate students should have opportunity to master learning in nature of person, think logically, good communication, realize morals and ethics, realize Thai cultural value and global cultural value. Finally, students can apply knowledge in daily life for quality of life.

## Section 3 Characteristics and Operation

### 1. Course Outline

Banqueting department introduction, types of banquets, catering and events, type of service, type of table setting for banqueting and catering, planning, pricing, and preparation for the event, decoration, problem solution, planning and production of food service, the process of managing function, staff preparation, and banquet cost control

แผนการจัดเลี้ยง ประเภทงานจัดเลี้ยงและบริการ ประเภทของการจัดโต๊ะสำหรับจัดเลี้ยง การวางแผน จำนวนและตั้งราคา และการเตรียมงานอีเว้นท์ การตกแต่ง การแก้ปัญหา การวางแผนการผลิตอาหาร กระบวนการของการจัดการงาน การเตรียมพนักงาน และการควบคุมต้นทุนการจัดเลี้ยง

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
48	0	-	96

### 3. Time Length per Week for Individual Academic Consulting and Guidance

The lecturer responsible for course identifies the information, for example, 1 hour / week

3.1 Self consulting at the lecturer's office: Room Number 306  
College of Hospitality Industry Management (Nakhon Pathom  
Campus)

3.2 Consulting via office telephone: 034 964 946 Ext. 330

3.3 Consulting via E-Mail: [nantana.la@ssru.ac.th](mailto:nantana.la@ssru.ac.th)

3.4 Consulting via Social Media (Facebook/Twitter/Line): Line

3.5 Consulting via Computer Network (Internet/Web board):  
Moodle

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morality and ethics**

#### **1.1 Learning outcomes with regard to morality and ethics**

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

#### **1.2 Teaching strategies**

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
- (2) Provide case studies that explain ethics in careers in the hospitality industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

#### **1.3 Evaluation strategies**

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments.

### **2. Knowledge**



## **2.1 Learning outcomes with regard to knowledge**

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

## **2.2 Teaching strategies**

- (1) Use problem-based learning;
- (2) Use cooperative learning techniques; and
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

## **2.3 Evaluation strategies**

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

## **3. Cognitive skills**

### **3.1 Learning outcomes with regard to cognitive skills**

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

### **3.2 Teaching strategies**

- (1) Problem-based learning
- (2) Cooperative learning techniques
- (3) Case studies
- (4) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

### **3.3 Evaluation strategies**

- (1) Quizzes
- (2) Midterm and final examination.
- (3) Assignments

## **4. Interpersonal skills and responsibility**

### **4.1 Learning outcomes with regard to interpersonal skills and responsibility**

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

### **4.2 Teaching strategies**

- (1) Group assignments
- (2) Use cooperative learning techniques
- (3) Field trips

### **4.3 Evaluation strategies**

- (1) Students' contribution and behavior in group assignments.
- (2) Class presentation

## **5. Numerical analysis, communication and information technology skills**

## **5.1 Learning outcomes with regard to numerical analysis, communication and information technology skills**

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

## **5.2 Teaching strategies**

- (1) Provide assignments that require students to use numerical analysis skills and knowledge;
- (2) Provide assignments that require students to use information technology skills and knowledge;
- (3) Use e-learning;
- (4) Use group discussions ; and
- (5) Use presentation

## **5.3 Evaluation strategies**

- (1) Assignments;
- (2) Presentation; and
- (3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

**Remark:**     Symbol ● means 'major responsibility'  
                  Symbol ○ means 'minor responsibility'  
                  No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)



## Section 5 Lesson Plan and Assessment

### Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to Course Outline and evaluation	3	Discussion Problem solving	Dr.Nuntana Ladplee <b>ONLINE</b>
2	<b>Chapter 1:</b> The Banqueting and Catering Catering Business	3	Discussion Co-operative learning	Dr.Nuntana Ladplee
3	<b>Chapter 2:</b> Managing the function	3	Discussion Co-operative learning Student research	Dr.Nuntana Ladplee
4	<b>Chapter 3:</b> Cost Control	3	Discussion Problem solving Student research	Dr.Nuntana Ladplee
5	<b>Chapter 4:</b> Service Personnel	3	Co-operative learning Discussion Problem solving	Dr.Nuntana Ladplee
6	Group Project Discussion	3	Discussion Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee
7	Group Project Planning	3	Discussion Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee
8	<b>Midterm Examination</b>			
9	Group Project Presentation	3	Discussion Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee
10	<b>Chapter 5:</b> Types of Events	3	Creative-Base learning Discussion Problem solving	Dr.Nuntana Ladplee
11	<b>Chapter 6:</b> Event Planning	3	Creative-Base learning Discussion Problem solving	Dr.Nuntana Ladplee
12	Visit an event (Outside classroom)	3	Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee <b>OUTSIDE</b>
13	Individual work “Event Analysis”	3	Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee
14	Individual Presentation	3	Co-operative learning	Dr.Nuntana

			Problem solving Student research	Ladplee
15	Group Presentation	3	Co-operative learning Problem solving Student research	Dr.Nuntana Ladplee
16	Make up class (if needed)	3		Dr.Nuntana Ladplee
17	<b>Final Examination</b>			

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Ethics and Morals</b>  (2) Have positive attitudes towards service careers.  (4) Have self-discipline, be punctual, responsibility to self, profession and society.	<ul style="list-style-type: none"> <li>Class attendance checklist</li> <li>Individual portfolio</li> </ul>	Throughout semester	10%
2	<b>Knowledge</b>  (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally. (2) Have integrated knowledge in other related disciplines.	<ul style="list-style-type: none"> <li>Midterm and final examination</li> </ul>	8&17	20%&30%
3	<b>Cognitive Skills</b>  (2) Be able to apply both theoretical and practical knowledge into real-life problem. (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.	<ul style="list-style-type: none"> <li>Individual assignment and paper works/self-study</li> </ul>	Throughout semester and week 2,5,10,12	20%
4	<b>Interpersonal Skills and Responsibilities</b>  (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.	<ul style="list-style-type: none"> <li>Group work &amp; presentation</li> </ul>	Throughout semester or week 4,10	15%

	(2) Be responsible for the improvement of self-academic learning and the profession continuously.			
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>  (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.	<ul style="list-style-type: none"><li>● Group and individual assignment</li></ul>	Throughout semester	5%



## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

Antony J. Strianese and Pamela P. Strianese. (2003). **Dining Room and Banquet Management (3<sup>rd</sup> Edition)**. Canada: Thomson Learning Inc.

Dennis Lillicarp and John Cousins.(2010). **Food and Beverage Service (8<sup>th</sup> Edition)**. London: Hachette UK.

### 2. Important Documents for Extra Study

- Training Documents from Four Seasons Hotel, Bangkok
- Training Documents from Siam Kempinski Hotel Bangkok
- Training Documents from Centara Grand at Central world

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

<http://www.hotelfandb.com/>

<http://www.thechefcatering.com/main.html>

<http://www.docstoc.com/docs/68524252/Banquet-Catering-Management>

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.

- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching/learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

### **4. Feedback for Achievement Standards**

International College Administrator Committee monitor to assessment process and Grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every two years.
- (2) Assign different lecturers teach this course to enhance students' performance.



*Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level*

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	● Major Responsibility										□ Minor Responsibility					
Major requirement course	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
IHH3306 Event and Catering Management	○	●	○	●	●	●	○	○	●	●	●	●	●	○	○	○