



TQF 3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IHH2302

Course Title: Food and Beverage Operations and management

Credits: 3(3-0-6)

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

Semester: 2 Academic Year: 2023

Section 1 General Information

1. Code and Course Title:

English: IHH2302 Food and Beverage Operations and Management

Thai: HIR3309 การปฏิบัติการและการจัดการบริการอาหารและเครื่องดื่ม

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

3. Curriculum and Course Category:

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

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: Ms.Onnapat Muenpaopong

(1) Instructional Course Lecturers: Ms.Onnapat Muenpaopong

5. Contact/Get in touch

5.1 Ms.Onnapat Muenpaopong, room number 306

Tel: 093-4299951 E-mail: Onnapat.mu@ssru.ac.th

6. Semester/Year of study

6.1 Semester 2 Year of study 2023

6.2 Number of students enrolled: 4 Students

7. Prerequisite Course: None

8. Co-requisite Course: None

9. Learning Location : Onsite,Online

10. Last Date for Preparing and Revising this Course:

December 1st, 2023

Section 2 Objectives and Purposes

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: HEd.) 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

Food service industry, food and beverages service structure and organization chart, knowledge of working area, front of house and back of house, types of restaurant, staff qualification, types of service style, type of table setting, knowledge on food and beverage product, equipment, menu and planning, restaurant reservation, customer relation, stewarding, restaurant service standards and training, western table manner, supervisory aspects, practice lab, food and beverage operation projects.

อุตสาหกรรมบริการอาหาร โครงสร้างการดำเนินงานของส่วนการบริการอาหาร และเครื่องดื่ม ความรู้เกี่ยวกับส่วนของการทำงานส่วนบริการส่วนหน้าและส่วนสนับสนุน ประเภทของร้านอาหาร คุณสมบัติของพนักงานบริการ ประเภทของการบริการ ประเภทของการจัดโต๊ะอาหาร ความรู้เกี่ยวกับผลิตภัณฑ์และการบริการ ความรู้เกี่ยวกับอุปกรณ์ การวางแผนรายการอาหาร หลักการรับจองโต๊ะอาหาร ลูกค้าสัมพันธ์ แผนกทำความสะอาด อุปกรณ์ มาตรฐานการบริการและการอบรม มารยาทการรับประทานอาหารแบบตะวันตก ทักษะความเป็นผู้นำ การฝึกปฏิบัติการบริการอาหารและเครื่องดื่ม การเรียนรู้แบบ PBL (Project-Based Learning)

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	3+ (if any)	-	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
Education Center/SSRU)

3.2 Consulting via office telephone: 034 964 946 Ext. 334

3.3 Consulting via E-Mail: yupaporn.ki@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. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or complete the required task on time
- (2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold
- (3) Be able to make decisions according to moral concepts and judgments
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching Strategies

- (1) Direct instruction
- (2) Discussion
- (3) Student research

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style
- (3) Measurement of original contribution

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning

(3) Direct instruction

2.3 Assessment Strategies

(1) Mid-term test

(2) Final test

(3) Cooperative learning evaluations

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information with the class
- (3) The ability to solve problems with case studies

3.2 Teaching Strategies

(1) Cooperative learning

(2) Problem-based learning

(3) Direct instruction

3.3 Assessment Strategies

(1) Cooperative learning evaluations

(2) Direct instruction

(3) Quizzes

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems

4.2 Teaching Strategies

(1) Cooperative learning

(2) Group work activities

4.3 Assessment Strategies

- (1) Cooperative learning evaluations
- (2) Group work evaluations

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use basic ICT skills and apply daily
- (2) Be able to use statistics and mathematics to solve air transport problems
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences

5.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

5.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

6. Other Domain

None

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)

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Attendance • Quizzes • Group reports and presentations
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies.</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems.</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations

Learning	Learning Activities	Learning
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Standards/Outcomes		Assessment
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use basic ICT skills and apply them daily;</p> <p>5.2 Be able to use statistics and mathematics to solve air transport business problems;</p> <p>5.3 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1-2	<p>Unit 1-2 Food and Beverage Management</p> <ul style="list-style-type: none"> • Review all the fundamental knowledge. • Introduction to the food and beverage sector • Sectors of the foodservice industry • Food and beverage operations • Classifications of food service establishments • Types of food and beverage services 	6 hrs. Online	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Problem solving • Performance activities 	Ms.Onnapat Muenpaopong
3	<p>Unit 3 Prepare Food and Beverage for Service</p> <ul style="list-style-type: none"> • Overview of F&B industry • Full-service restaurants and licensed retail • Hotel restaurants and private clubs • Others form of food service 	3 hrs. Online	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Ms.Onnapat Muenpaopong

3-4	<p>Unit 4 Display Food and Beverage</p> <ul style="list-style-type: none"> • Structure of front of house and back of house • Explain in the different function of each • Working system • The relationship between front and back of house 	6 hrs. Online	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Ms.Onnapat Muenpaopong
5-6	<p>Unit 5 Set Tables</p> <ul style="list-style-type: none"> • Types of service style • Type of table setting • Knowledge of food and beverage product and equipment • Type of meal meals • Preparation of food service area 	6 hrs. Online	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Student research • Performance activities 	Ms.Onnapat Muenpaopong
7-8	<p>Unit 6 Meet the Guest</p> <ul style="list-style-type: none"> • Cocktail and drinks mixing preparation • Trend of drinks • Beverage equipment • Beverage service procedure 	6	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Moodle 	Ms.Onnapat Muenpaopong

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
9-10	<p>Unit 7 Take Food and Beverage Orders</p> <ul style="list-style-type: none"> • The role of service personnel • Duties of service personnel • Attitude of service personnel • Staff Qualification for Food and Beverage service • Practice 	6	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance Activities • Indicator 1.4.10 	Ms.Onnapat Muenpaopong
11-12	<p>Unit 8 Serve Foods</p> <ul style="list-style-type: none"> • Type of menus • Menu offering • Menu pricing • Menu knowledge • Beverage menus/lists • Menu merchandising • Practice 	6	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance Activities • Indicator 1.4.10 	Ms.Onnapat Muenpaopong

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
13	<p>Unit 10 Table Etiquette Principles • Type of table setting</p> <ul style="list-style-type: none"> • Table etiquette • Western table manner • Food and Beverage Service practical class • Practice 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Performance Activities • Indicator 1.4.10 	Ms.Onnapat Muenpaopong
14	<p>Unit 11 Supervisory Aspects of Food and Beverage Services</p> <ul style="list-style-type: none"> • Recruitment • Staff turnover • Staff training • Legal framework • Staff scheduling • Supervision and communication • Practice 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance Activities • Indicator 1.4.10 	Ms.Onnapat Muenpaopong

15	<p>PBL (Project-Based Learning)</p> <ul style="list-style-type: none"> • Project launching • Food and Beverage service operations • Practice 	3	<ul style="list-style-type: none"> • Discussion • Problem solving • Student research • Performance activities • Indicator 1.4.10 	Ms.Onnapat Muenpaopong
16Final examination.....			
Total of Hours		48		Ms.Onnapat Muenpaopong

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethics and Morals</p> <p>(1) Have positive attitudes towards service careers.</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<ul style="list-style-type: none"> • Class attendance checklist • Individual portfolio 	Throughout semester	10%
2	<p>Knowledge</p> <p>(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.</p>	<ul style="list-style-type: none"> • Midterm & final examination 	8&17	20%&30%
3	<p>Cognitive Skills</p> <p>(2) Be able to apply both theoretical and practical knowledge into real life problem; and</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<ul style="list-style-type: none"> • Individual assignment and paper works/self study 	Throughout semester and week 2,5,10,12	20% (5%-5%-5%-5%)

4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.</p> <p>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<ul style="list-style-type: none"> • Group work & presentation 	Throughout semester or week 4,10	15%
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5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.</p>	<ul style="list-style-type: none"> • Group and individual assignment 	Throughout semester	5%
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Amy Brown, 2004 . *Understanding Food Principles and Preparation*. Thomson Wadsworth, USA

Neil Rippington, 2011 *Professional Chef* .Delmar, Delmar Cengage Learning, UK

David A. Mizer et. al 2000 . *Food Preparation for the professional*. John Wiley & Sons, Canada

Jeffrey Elliot and James P. DeWan, 2010. *Knife Skills*, Robert Rose Inc. Canada

John Fuller and David, 1991. *Kitchen Planning and Management*, Oxford, British

Wayne Gisslen and Mary Ellen Griffin, 2003. *Professional Cooking*. John Wiley & Sons, Canada

2. Important Documents for Extra Study

Hotel documentations, Fact sheet, Training sheet

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

-<http://www.youtube.com/watch?v=dTelbxf1-Oo>

- <http://www.youtube.com/watch?v=g85nnmS-u6Q>

Section 7 Course Evaluation and Improvement

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 to teach this course to enhance students' performance.
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Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills				6. Other Domain ie. Learning Management Skills					
	● Major Responsibility											○ Minor Responsibility										
Course Category: Bachelor of Art, International College, SSRU	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4	1	2	3			
Course Code HIR 3308 Course Title: Kitchen Management and Operations	○	●	○	●	●	●	○	○	●	●	●	●	●	●	●	○	○	○	○			