

TQF.3



Bachelor's Degree

Master's Degree

# **College of Hospitality Industry Management (CHM.)**

## **Course Specification**

**Course Code: IHR4411**

**Course Title: Professional Bartending and Bar Operations**

**Credits: 3(3-0-6)**

**Program: Bachelor of Arts in Hotel Management**

(International Program)

College of Hospitality Industry Management,

Suan Sunandha Rajabhat University

(CHM., SSRU)

Semester: 1 Academic Year: 2022

## Section 1 General Information

### 1. Code and Course Title:

Course Code: IHR4411

Course Title (English): Professional Bartending and Bar Operations

Course Title (Thai): -

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

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Hotel Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

### 4. Lecturer Responsible for Course and Instructional

#### Course Lecturer (s):

4.1 Lecturer Responsible for Course: Mr. Watcharawish Permsinphantong

4.2 Instructional Course Lecturer(s): Mr. Watcharawish Permsinphantong

### 5. Contact/Get in Touch

Room Number: 207      Tel. 034 964 946 Ext. -

E-mail: [watcharawish.pe@ssru.ac.th](mailto:watcharawish.pe@ssru.ac.th)

### 6. Semester/ Year of Study

6.1 Semester: 1/2022      Year of Study: 2021 (RB63)

6.2 Number of the students enrolled: 4

### 7. Pre-requisite Course (If any)

None

### 8. Co-requisite Course (If any)

None

## **9. Learning Location**

College of Hospitality Industry Management, Nakhon Pathom  
Education Center / Room Number: 206

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

Date 02 August 2022

## **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: 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**

Skills and knowledge for alcoholic and non-alcoholic beverages service, club and bar operation, purchasing, storing, issuing, process liquor sales at a bar facility including spirits, and beer, laws and manage a responsible service of alcoholic beverages and manage intoxicated person, promoting cocktails to customers, preparation of cocktails element, prepare and serve a range of teas and coffees, clean and maintain bar equipment and machinery.

## 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)
45	3+ (if any)	-	90

## 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. -

3.3 Consulting via e-Mail: [watcharawish.pe@ssru.ac.th](mailto:watcharawish.pe@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 (Cooking Demonstration and Practical)

## **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 (Creativity Base Learning)



- (4) Invite guest speakers who are experts in the field of restaurant business to give special lectures.

### **3.3 Evaluation strategies**

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

## **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 (Creativity Base Learning)
- (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 (Cooking Practical);
- (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

### 1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<b>Unit 1</b> Introduction to the HIR4412 <ul style="list-style-type: none"> <li>• Course introduction</li> <li>• The beverage industry</li> <li>• Yesterday and today</li> <li>• Wine and religious</li> <li>• Reviews</li> </ul>	3 hrs. Online	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> </ul>	Mr.Watcharawish
2	<b>Unit 1</b> The beverage industry (2) <ul style="list-style-type: none"> <li>• Brief history of beers</li> <li>• Distilled spirit in brief</li> <li>• Alcohol and health industry</li> <li>• Today's beverages</li> </ul>	3 hrs. Online	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Ideas sharing</li> </ul>	Mr.Watcharawish
3	<b>Unit 2</b> Responsible for alcohol service <ul style="list-style-type: none"> <li>• Alcohol and human physiology</li> <li>• Alcohol and human health</li> <li>• Alcohol and nutrition</li> <li>• Alcoholism</li> <li>• Reviews</li> </ul>	3 hrs. Online	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Student research</li> </ul>	Mr.Watcharawish

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	<b>Unit 3</b> Creating and maintain a bar business <ul style="list-style-type: none"> <li>• Target and type of customers</li> <li>• Sell high-end spirits</li> <li>• Location and market feasibility</li> <li>• Glossary</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Performance activities</li> </ul>	Mr. Watcharawish
5	<b>Unit 3</b> Creating and maintain a bar business (2) <ul style="list-style-type: none"> <li>• Atmosphere and decor</li> <li>• Décor requirement</li> <li>• Layout and design</li> <li>• Glossary</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Student research</li> </ul>	Mr. Watcharawish
6-7	<b>Unit 4</b> Bar Equipment <ul style="list-style-type: none"> <li>• Underbar and backbar equipment</li> <li>• Refrigerators needed</li> <li>• Bar tools and small equipment</li> <li>• Glassware</li> <li>• General equipment guidelines</li> </ul>	6	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Student research</li> </ul>	Mr. Watcharawish
8	..... Midterm Examination.....			

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
9-10	<b>Unit 5</b> The Beverages: Spirits <ul style="list-style-type: none"> <li>• Types of alcohol beverages</li> <li>• Selecting spirit for the bar</li> <li>• How spirits are made?</li> <li>• Brown goods</li> <li>• White goods</li> <li>• Liquors, cordials, and more</li> <li>• Reviews</li> </ul>	6	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Indicator 1.4.10</li> </ul>	Mr.Watcharawish
11-12	<b>Unit 9</b> Sanitation and bar setup <ul style="list-style-type: none"> <li>• Sanitation and bacteria hazards</li> <li>• Mixes</li> <li>• Garnishes and condiments</li> <li>• Service accessories</li> <li>• Closing bar</li> <li>•</li> </ul>	6	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Indicator 1.4.10</li> </ul>	Mr.Watcharawish
13	<b>Unit 10</b> The Mixology Part 1 <ul style="list-style-type: none"> <li>• Brief history of mixology</li> <li>• About mixed drinks</li> <li>• Drink families</li> <li>• Coffee drinks</li> <li>• Glossary</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Indicator 1.4.10</li> </ul>	Mr.Watcharawish

<b>Week</b>	<b>Topic/Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
14-15	<b>Unit 11</b> The Mixology Part 2 <ul style="list-style-type: none"> <li>• The Martini-family</li> <li>• Sour-and sweet-and-sour cocktails</li> <li>• Shooters and shots</li> <li>• Tropical drinks</li> <li>• Cream drinks</li> <li>• Blended and frozen drinks</li> <li>• Alcohol-free alternatives</li> <li>• Develop drink menus</li> <li>• Drink recipes</li> </ul>	6	<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Discussion</li> <li>• Co-operative learning</li> <li>• Performance activities</li> <li>• Indicator 1.4.10</li> </ul>	Mr.Watcharawish
16	Course summary and final examination review <ul style="list-style-type: none"> <li>• Course summary</li> <li>• Final examination review</li> </ul>	3	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Indicator 1.4.10</li> </ul>	Mr.Watcharawish
17	..... Final examination.....			
	<b>Total of Hours</b>	45		Mr.Watcharawish

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<p><b>Ethics and Morals</b></p> <p>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</p>	<ul style="list-style-type: none"> <li>• Class attendance checklist</li> <li>• Individual portfolio</li> </ul>	Throughout semester	10%
2	<p><b>Knowledge</b></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.</p>	<ul style="list-style-type: none"> <li>• Midterm and final examination</li> </ul>	8 & 17	20% & 30%
3	<p><b>Cognitive Skills</b></p> <p>(1) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<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% (5%-5%-5%-5%)
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<ul style="list-style-type: none"> <li>• Group work &amp; presentation</li> </ul>	Throughout semester or week 4,10	15%
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to communicate with foreigners effectively in the appropriate contexts;</p> <p>(2) Be able to use technology to communicate and present effectively.</p>	<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**

*The Bar & Beverage Book* 5th Edition, Costas Katsigris & Chris Thomas, ISBN 978-0-470-24845-4. John Wiley & Sons.

### **2. Important Documents for Extra Study**

- None

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

- None

## **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**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
Major requirement course	● Major Responsibility									○ Minor Responsibility						
IHR4411 Professional Bartending and Bar Operations	●	○	○	●	○	○	○	○	●	○	●	○	○	●	●	○