



TQF 3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: HIR3310

Course Title: Meeting and Catering Management

Credits: 3(3-0-6)

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

Semester: 2 Academic Year: 2021

Section 1 General Information

1. Code and Course Title:

English: HIR3310 Meeting and Catering Management

Thai: HIR3310 การจัดการงานประชุมและการจัดเลี้ยง

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.Yupaporn Kithwang

(1) Instructional Course Lecturers: Ms.Yupaporn Kithwang

5. Contact/Get in touch

5.1 Ms.Yupaporn Kithwang, room number 306

Tel: 098-2244624 E-mail: yupaporn.ki@ssru.ac.th

6. Semester/Year of study

6.1 Semester 2 Year of study 2021

6.2 Number of students enrolled: 3 Students

7. Prerequisite Course:

None

8. Co-requisite Course:

None

9. Learning Location

Online

10. Last Date for Preparing and Revising this Course:

December 31st, 2021

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

Banqueting department introduction, organization chart, food and beverage knowledge, types of banquet catering and events, type of service, type of table setting for banqueting and catering, planning, pricing, organization, and preparation for the event, event decoration, problem solution, planning and production of food from assorted cuisines, the process of managing function, introduction to MICE business, staff preparation, banquet cost control.

ความรู้เบื้องต้นเกี่ยวกับแผนกการจัดเลี้ยง โครงสร้างองค์กร ความรู้เกี่ยวกับอาหารและเครื่องดื่ม ประเภทของการจัดเลี้ยง ประเภทของการบริการ ประเภทของการจัดโต๊ะสำหรับการจัดเลี้ยงประเภทต่างๆ การวางแผน การเตรียมงาน การออกแบบตกแต่ง การแก้ไขปัญหา การจัดการอาหารและเครื่องดื่มประเภทต่างๆสำหรับงานจัดเลี้ยง การระบุน การจัดการงานเลี้ยง ความรู้เบื้องต้นเกี่ยวกับ MICE การจัดการพนักงาน และการควบคุมราคาและต้นทุน

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
International College (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. 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

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1 Introduction to course HIR3310 <ul style="list-style-type: none"> • Course Outline evaluation and criteria • Food service Industry knowledge • Banqueting and Catering structure 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Problem solving • Performance activities 	Ms.Yupaporn
2	Unit 2 The Banqueting and Catering Department <ul style="list-style-type: none"> • Structure and organization Chart • The department concerned with Banqueting and Catering Department • Contemporary hotel catering 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Ms.Yupaporn
3	Unit 3 The Banqueting and Catering Business and the Manager <ul style="list-style-type: none"> • Duty and responsibility 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Ms.Yupaporn

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Unit 4 Managing the function <ul style="list-style-type: none"> • Types of function • How to book functions • Banqueting documentation • BEO sheets knowledge 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Problem solving • Student research • Performance activities 	Ms.Yupaporn
5	Unit 5 MICE knowledge <ul style="list-style-type: none"> • Event assignment (group work) 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Problem solving • Student research • Performance activities 	Ms.Yupaporn
6	Event assignment for the project (group work)	3	<ul style="list-style-type: none"> • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Ms.Yupaporn
7	Event assignment for the project (group work) <ul style="list-style-type: none"> • Course review for midterm examination 	3	<ul style="list-style-type: none"> • Discussion • Co-operative learning • Problem solving • Student research 	Ms.Yupaporn
8 Midterm Examination.....			

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
9	Unit 6 Food and beverage control <ul style="list-style-type: none"> • The objective of food and beverage control • The fundamentals of control • Setting the budget and break-even analysis • Methods of food and beverage control • EPOS reporting • Food and beverage control checklists • Revenue control • System of revenue control 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Ms. Yupaporn
10	Study trip (Hotel visiting)	3	<ul style="list-style-type: none"> • Discussion • Problem solving • Student research • Performance activities • Indicator 1.4.10 	Ms. Yupaporn
11	Unit 7 The menu: Food and beverage <ul style="list-style-type: none"> • Type of menus • Menu offering • Menu pricing • Menu knowledge 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research 	Ms. Yupaporn

	<ul style="list-style-type: none"> • Beverage menus/lists • Menu merchandising 		<ul style="list-style-type: none"> • Performance activities • Indicator 1.4.10 	
Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
12	Unit 8 Staffing issues <ul style="list-style-type: none"> • Recruitment • Staff turnover • Staff training • Legal framework • Staff scheduling • Supervision and communication 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities • Indicator 1.4.10 	Ms. Yupaporn
13	Unit 9 Food and beverage marketing <ul style="list-style-type: none"> • Marketing • Advertising • Public relations • Merchandising • Sales promotion • Personal selling and up selling 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities • Indicator 1.4.10 	Ms. Yupaporn
14	Unit 10 Managing quality in food and beverage operations <ul style="list-style-type: none"> • What is quality? • Why is quality important? • Managing quality in food and beverage operations 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving 	Ms. Yupaporn

	<ul style="list-style-type: none"> • A systematic approach to quality management • Developing approaches to quality management 		<ul style="list-style-type: none"> • Student research • Performance activities • Indicator 1.4.10 	
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Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
15	Course summary and final examination review <ul style="list-style-type: none"> • Course summary • Final examination review 	3	<ul style="list-style-type: none"> • Lecture • Documents • Discussion • Ask and answer • Indicator 1.4.10 	Ms. Yupaporn
16	Final Examination	3	<ul style="list-style-type: none"> • Indicator 1.4.10 	Ms. Yupaporn
Total of Hours		48		Ms. Yupaporn

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethics and Morals</p> <p>(2) 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.</p> <p>(2) Have integrated knowledge in other related disciplines.</p>	<ul style="list-style-type: none"> • Midterm and 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.</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%
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>	<ul style="list-style-type: none"> • Group work & presentation 	Throughout semester or week 4,10	15%

	(2) Be responsible for the improvement of self-academic learning and the profession continuously.			
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	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

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

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

Denny G. Rutherford.(1995).**Hotel Management and Operations (2nd Edition)**. United State of America: An International Thomson Publishing.

John R.Walker.(2004). **Introduction to Hospitality Management**. New jersey: Pearson Prencice Hall.

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
HIR3310 Meeting and Catering Management	○	●	○	●	●	●	○	○	●	●	●	●	●	○	○	○