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TQF 3

√ Bachelor’s Degree

 Master’s Degree

**College of**

**Hospitality Industry Management**

**Course Specification**

Course Code: IHR3309

Course Title: Restaurant Management and Entrepreneurship

Credits: 3(3-0-6)

Program: Hotel Management

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester: 2 Academic Year: 2022

**Section 1 General Information**

1. **Code and Course Title:**

**English:**  IHR3309 Restaurant Managementand Entrepreneurship

**Thai:** -

**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 2022

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:**

January 5th, 2023

**Section 2 Objectives and Purposes**

**1. Course Objectives**

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

* 1. Morals and Ethics

1. Able to demonstrate on-time performance
2. Able to demonstrate morality in all areas
3. Able to demonstrate relevant morals in the organization and in daily life
   1. Knowledge

(1) Able to understand the nature of the airline business

(2) Able to understand the terminology, idiom, and structure of English related to Hotel and Restaurant Management

* 1. Cognitive Skills

1. Able to demonstrate what the main idea of the course
2. Able to understand and demonstrate in daily life
3. Able to drill and apply English reading, writing, speaking, and listening skills in Hotel and Restaurant Operations and Management
   1. Interpersonal Skills and Responsibility

(1) Able to demonstrate working as a team in a professional manner

* 1. Numerical Analysis, Communication and Information Technology Skills

1. Able to understand the importance of clear communication
2. Able to demonstrate effective communication skills in all stages of Hotel and Restaurant Operations

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

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

**Section 3 Course Structure**

1. **Course Outline**

English:   The restaurant introduction, organization structure, staff, front-of-the-house and back-of-the-house operations, kind and characteristics of restaurant, concept, location and design, menus, kitchen and purchasing, restaurant operations and management, financing and Tax, legal and ethical restaurant management

Thai: -

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Lecture** | **Practice/**  **Field Work/Internship** | **Self-Study** | Remedial Class |
| 3 hours/ week | - | 6 hours/week | Upon request |

**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/ CHM)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

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

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

**Section 4 Developing Student’s Learning Outcomes**

1. **Morals and Ethics**
   1. **Morals and Ethics to be developed**

● (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and conflicts.

○ (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 Assessment 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.

1. **Knowledge**

**2.1 Knowledge to be developed**

● (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; and

○ (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. **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.
   1. **Assessment Strategies**
4. Quizzes
5. Midterm and final examination
6. Assignments
7. **Cognitive Skills**
   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.

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

**3.3 Assessment Strategies**

1. Quizzes
2. Midterm and final examination.
3. Assignments
4. **Interpersonal Skills and Responsibilities**
   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; and

⦁ (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
   1. **Evaluation strategies**

(1) Students’ contribution and behavior in group assignments; and

(2) Class presentation

1. **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.

* 1. **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
   1. **Evaluation strategies**
6. Assignments;
7. Presentation; and
8. 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.
9. **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** |
| --- | --- | --- |
| **1. Morals and Ethics**  1.1 Be able to deliver or to complete a required task at appointed time;  1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;  1.3 Be able to make decisions in business according to moral concepts and judgments. | * Lecture and group discussion * Student-centered: Constructivist approaches * Cooperative learning: Jigsaw | * Attendance * Quizzes * Group reports and presentations |
| **2. Knowledge**  2.1 Be able to identify the proper theories and describe important case studies.  2.2 Be able to provide an analysis and provide the solution to real world problems.  2.3 Be able to organize self-study and sharing information to the class. | * Lecture and group discussion * Student-centered: Constructivist approaches * Cooperative learning: Jigsaw | * Quizzes * Midterm * Final * Group reports and presentations |
| **3. Cognitive Skills**  3.1 The ability to gather and summarize information, and conduct research;  3.2 Self-study and sharing information to the class;  3.3 The ability to solve problems from case studies. | * Lecture and group discussion * Student-centered: Constructivist approaches * Cooperative learning: Jigsaw | * Quizzes * Midterm * Final * Group reports and presentations |

|  |  |  |
| --- | --- | --- |
| **Learning Standards/Outcomes** | **Learning Activities** | **Learning Assessment** |
| **4. Interpersonal Skills and Responsibilities**  4.1 Be able to use interpersonal English communication skills.  4.2 Be able to collaborate well in teams for problem solving.  4.3 Be able to show leadership skills. | * Lecture and group discussion * Student-centered: Constructivist approaches * Cooperative learning: Jigsaw | * Quizzes * Group reports and presentations * Evaluate English skills during class |
| 1. **Numerical Analysis, Communication and Information Technology Skills**   5.1 Be able to use basic ICT skills and apply them daily;  5.2 Be able to use statistics and mathematics to solve air transport business problems;  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. | * Lecture and group discussion * Student-centered: Constructivist approaches * Cooperative learning: Jigsaw | * Quizzes * Group reports and presentations |

**Section 5 Lesson Plan and Assessment**

**1. Lesson Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topic/Outline** | **Period** | **Learning Activities and Medias** |
| **1** | Unit 1: Introduction to course   * Economics of Site Selection * Theme and Concept * Study the Market * Site Selection * Owning or Leasing | 3 | * Explain about class in general and grading system * Lecture * Ask and answer |
| **2** | Unit2:  Restaurant Atmosphere and Design   * Individual details * Professional Designer * Atmosphere Awareness | 3 | * Lecture and group discussion * E-learning * Self-study * Ask and answer |
| **3** | Unit3:  Principle of Kitchen Design   * Trend in kitchen modern designs * Kitchen Layout &Placement * Service System * Workflow and Design * Space Analysis * Receiving &Prep Area * Production Are * Ware-washing Area | 3 | * Lecture and group discussion * E-learning * Self-study * Ask and answer |
| **4** | Unit4: Planning & Equipping the Kitchen  Unit5: Health & Safety Awareness of the Kitchen | 3 | * Lecture and group discussion * E-learning * Self-study (Reading articles) |
| **5** | Assignment I Presentation | 3 | * Lecture and group discussion * E-learning * Self-study |
| **6** | Midterm Exam | | |
| **7** | Unit6: Restaurant Operation  Unit7: Food Purchasing | 3 | * Lecture and group discussion |
| **8** | Unit8: Menu & Service Sequence, Fact in the Menu |  |  |
| **9** | Unit9: Finance & Tax | 3 | * Lecture and group discussion * E-learning * Media * Ask and answer |
| **10** | Unit10:  Legal & Ethical Restaurant Management | 3 | * Lecture and group discussion * E-learning * Self-study * Ask and answer |
| **11** | Assignment II Presentation | 3 | * Lecture and group discussion |
| **12** | Final Examination | | |

**2. Learning Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcomes** | **Assessment Activities** | **Time Schedule (Week)** | **Proportion for Assessment (%)** |
| **1 Morals and Ethics** 1.1 Be able to deliver or to complete a required task at appointed time;  1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;  1.3 Be able to make decisions in business according to moral concepts and judgments. | * Attendance * Quizzes * Student behavior   . | Throughout semester | 10 % |
| **2. Knowledge** 2.1 Be able to identify the proper theories and describe important case studies;  2.2 Be able to provide an analysis and provide the solution to real world problems;  2.3 Be able to organize self-study and sharing information to the class. | * Quizzes * Midterm * Final * Group reports and presentations | Throughout semester | 60 % |
| **3. Cognitive Skills**  3.1 The ability to gather and summarize information, and conduct research;  3.2 Self-study and sharing information to the class;  3.3 The ability to solve problems from case studies | * Quizzes * Midterm * Final * Group reports and presentations | Throughout semester | 10 % |
| **Learning Outcomes** | **Assessment Activities** | **Time Schedule (Week)** | **Proportion for Assessment (%)** |
| **4. Interpersonal Skills and Responsibilities**  4.1 Be able to use interpersonal English communication skills.  4.2 Be able to collaborate well in teams for problem solving.  4.3 Be able to show leadership skills. | * Quizzes * Group reports and presentations * Evaluate English skills during class | Throughout semester | 10 % |
| **5. Numerical Analysis, Communication and Information Technology Skills**  5.1 Be able to use basic ICT skills and apply them daily;  5.2 Be able to use statistics and mathematics to solve air transport business problems;  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. | * Quizzes * Group reports and presentations | Throughout semester | 10 % |

**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 Prenctice 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 Improvement**

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

1.1 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.

1. **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.

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** |
| IHC3309 Food and Beverage Management | O | O | ⬤ | O | O | O | ⬤ | O | ⬤ | O | ⬤ | O | ⬤ | ⬤ | O | O |