



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: HIR3309

Course Title: Food and Beverage Service Operations

Credits: 3(3-0-6)

Program: Bachelor of Arts in Hotel Management

(Restaurant Business)

International College, Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2 Academic Year: 2017

Section 1 General Information

1. Code and Course Title :

Course Code: HIR3309

Course Title (English): Food and Beverage Service Operations

Course Title (Thai): การปฏิบัติการบริการอาหารและเครื่องดื่ม

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. Thanasit Suksutdhi

4.2 Instructional Course Lecturer(s): Mr. Thanasit Suksutdhi

5. Contact/Get in Touch

Room Number: 305 Tel. 034 964 946 Ext. 336

E-mail: thanasit.su@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 3 (HM58 Restaurant Business)

6.2 Number of the students enrolled: 19

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Nakhon Pathom Education Center

Room Number: 404

10. Last Date for Preparing and Revising this Course:

Date 30 December 2017

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

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 ความรู้เกี่ยวกับส่วนของการทำงาน ส่วนบริการส่วนหน้าและส่วนสนับสนุน 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 305

International College (Nakhon Pathom Education Center/SSRU)

3.2 Consulting via office telephone: 034 964 946 Ext. 336

3.3 Consulting via E-Mail: thanasit.su@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 Food and Beverage Industry <ul style="list-style-type: none"> • Course introduction • Introduction to food and beverage industry • Structure of food and beverage service • Duty and responsibility 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Problem solving • Performance activities 	Mr. Thanasit
2	Unit 2 The Restaurant Sector <ul style="list-style-type: none"> • Type of restaurant • Full service restaurants and licensed retail • Hotel restaurants and private clubs • Others form of food service 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Mr. Thanasit
3	Unit 3 Knowledge of Front of house and Back of house <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 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Mr. Thanasit

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Unit 4 Food and Beverage service Personnel <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 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Mr. Thanasit
5	Unit 5 Theory of Food Service <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 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Student research • Performance activities 	Mr. Thanasit
6	Unit 6 Beverage Product Knowledge <ul style="list-style-type: none"> • Cocktail and drinks mixing preparation • Trend of drinks • Beverage equipments • Beverage service procedure 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Moodle 	Mr. Thanasit

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
7	Unit 7 The Menu: Food and Beverage <ul style="list-style-type: none"> • Type of menus • Menu offering • Menu pricing • Menu knowledge • Beverage menus/lists • Menu merchandising 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Mr. Thanasit
8Midterm Examination.....			
9	Unit 8 Principles of Restaurant Reservation <ul style="list-style-type: none"> • Principles of Restaurant Reservation • Table management 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Mr. Thanasit
10	Unit 9 Service Standard Training and CRM <ul style="list-style-type: none"> • Communications and customers relation • Guest history procedure • Sequence of service • Service technique and procedure • Practical in food service 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Student research • Performance activities 	Mr. Thanasit

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
11	Unit 10 Table Etiquette Principles <ul style="list-style-type: none"> • Type of table setting • Table etiquette • Western table manner 	3	<ul style="list-style-type: none"> • Direct Instruction • Discussion • Co-operative learning • Performance activities 	Mr. Thanasit
12	Unit 11 Supervisory Aspects of Food and Beverage Services <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 	Mr. Thanasit
13-14	PBL (Project-Based Learning)	9	<ul style="list-style-type: none"> • Discussion • Co-operative learning • Problem solving • Student research • Performance activities 	Mr. Thanasit
15	Project launching	3	<ul style="list-style-type: none"> • Performance activities 	Mr. Thanasit
16Final examination.....			
Total of Hours		48		Mr. Thanasit

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.</p> <p>(2) Have integrated knowledge in other related disciplines.</p>	<ul style="list-style-type: none"> • Midterm and final examination 	8&16	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%

	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

Davis, B., Lockwood, A. Pantelidis, I.S. and Alcott, P., (2008). *Food and Beverage Management 4th ed.* London: Elsevier.

Walker, J R. (2004). *Introduction to Hospitality Management.*

Anderson, C. and Blakemore, D. (1991). *Modern Food Service.* Oxford: Linacre House.

Brown, G. and Hepner, K. (2004). *The waiter's handbook edition 3.*

Klunklin, P. *Food and beverage service in the restaurant.*

2. Important Documents for Extra Study

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

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

- <http://fbworld.com/>
- <http://www.hospitalityguild.co.uk/Whats-Happening/Campaigns/Food-and-Beverage-Service>

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						
HIR3309 Food and Beverage Service Operations	○	●	○	●	●	●	○	○	●	●	●	●	●	○	○	○