



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IHT 3408

Course Title : Club and Bar Management

Credits : ... 3(2-2-5)

Program: ... Hotel Mangement.. International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester :2.... Academic Year : ...2560.....

Revised on December 15, 2017

Section 1 General Information

1. Code and Course Title :

Course Code: IHT 3408

Course Title (English): Club and Bar Management

2. Credits : 3(2-2-5)

3. Curriculum and Course Category :

3.1 Curriculum: 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: Ms.Kanamon Suwantada

4.2 Instructional Course Lecturer(s):

(1)

(2)

5. Contact/Get in Touch

Room Number305..... Tel. ...061-6923545..

E-mail ...Kanamon.su@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: ...2..... Year of Study...2560...

6.2 Number of the students enrolled28.....

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC...Room Number 408

10. Last Date for Preparing and Revising this Course:

Date ...15...Month ...December.. Year2016.....

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

- To develop students to be responsible, organized and be on time
- To develop the leadership and fellowship skills in working with classmates, teacher and other people
- To develop student habit to pay respect to the rules and regulations of the classroom, the organizations and the society

1.2 Knowledge

- To be able to recognized principles of food and beverage service operations,
- To be able to understanding of how work is performed and how activities are coordinated within Food and Beverage Department
- To be able to develop analytical thinking skills for business in Food and Beverage Department

1.3 Cognitive Skills

- To be able to identify different categories of Tourism terms in each chapter
- Can apply theoretical knowledge to practical skills

1.4 Interpersonal Skills and Responsibility

- To have individual/ group responsibility for assignment and project
- To express reasonable and appropriate opinion
- To have team work skills; as leader and follower

1.5 Numerical Analysis, Communication and Information Technology Skills

- Have statistical and mathematical skills to present research finding on learning management, classroom management , and educational quality assurance.
- Can use correct language in oral and written presentations.
- Can use computer and IT to follow the progress management in learning and classroom, and educational assurance.

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

According to TQF (Thailand Quality Framework: HEd.) and the Teachers' Council of Thailand with the standards of professional knowledge and experience for requirement courses, students program should have essence of knowledge in Evolution, roles and impacts of MICE tourism. Studies of meeting, incentive, convention and event, planning, strategy formulation and evaluations, overview of operational functions of each business, development of MICE business, current affairs, problems and solutions, industry trends and growth.

Section 3 Characteristics and Operation

1. Course Outline

Club and Bar operations; purchasing; storing; issuing and serving alcoholic beverages; survey and study of wines; spirits; and beers; laws and social considerations pertaining to the serving of alcoholic beverages.

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 hours	-	96 hours	3+ (if any)

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..... Building ...SSRUIC..... International College
 (Nakhonpathom Education Center/SSRU)

3.2 Consulting via mobile phone: ...061-6923545.....

3.3 Consulting via E-MailKanamon.su@ssru.ac.th.....

3.4 Consulting via Social Media (Facebook/Twitter/Line)
 ...Aj.Saiparn Kanamon Suwantada.....

3.5 Consulting via Computer Network (Internet/Web
 board)...Facebook Chat.....

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 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 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 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 assignment
- (2) Provide case studies that explain ethics in careers in the hospitality industry
- (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
- (3) Students' contribution on group assignments

2. 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
- (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
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (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

- (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) 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

4.1 Interpersonal Skills and Responsibilities to be developed

- (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

4.3 Assessment Strategies

- (1) Students' contribution and behavior in group assignments
- (2) Class presentation

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.
- (2) Be able to use technology to communicate and present effectively
- (3) Be able to communicate with foreigners effectively in the appropriate contexts

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

5.3 Assessment Strategies

- (1) Assignments
- (2) Presentation

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	Introduction to Club and Bar <ul style="list-style-type: none"> • Pre-test • Class Introductions, Review course reference sheet • Overview of MICE Industry 	3	<ul style="list-style-type: none"> • Pre-test to assess Student knowledge about Club and Bar 	Ms.Kanamon Suwantada
2	Wine Making Process <ul style="list-style-type: none"> • White wine • Red wine • Rose wine • Sparkling wine 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning approaches 	Ms.Kanamon Suwantada
3	Grape Variety	6	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
4	France Wine Wine from Other countries	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
5	Quiz 1 Grape Variety Pronunciation	3	<ul style="list-style-type: none"> • Lecture • Self-study and E-learning through 	Ms.Kanamon Suwantada

			Moodle	
6	Wine and Food Paring		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
7	Wine Serving Workshop		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
8	MIDTERM EXAMINATION			
9	Other Beverages <ul style="list-style-type: none"> • Alcoholic Beverages • Non-Alcoholic Beverage • Beer 	6	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • 	Ms.Kanamon Suwantada
10	Purchasing Storage and Cost Control	3	<ul style="list-style-type: none"> • Lecture • Self-study and E-learning through Moodle 	Ms.Kanamon Suwantada
11	Element of Nightclub and Bar	6	<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning 	Ms.Kanamon Suwantada
12	Alcoholic Beverage	3	<ul style="list-style-type: none"> • Lecture and group 	Ms.Kanamon Suwantada

	Services		discussion	
13	Business Management and Marketing	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
14	“Mocktail Paractice”	3	<ul style="list-style-type: none"> • Lecture and group discussion • Case Studies 	Ms.Kanamon Suwantada
15	Students Presentation	3	<ul style="list-style-type: none"> • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
16	Final Examination and Project- work Assignment submission		<ul style="list-style-type: none"> • Paper and pencil Test 	Ms.Kanamon Suwantada
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 To develop students to be responsible, organized and be on time</p> <p>1.2 To develop the leadership and fellowship skills in working with classmate, teacher and other peoples</p> <p>1.3 To develop student habit to pay Respect to the rules and regulations of the classroom, the Organizations and the society</p>	<p>1. Assess from student attendance in class, student behavior and hand in work assigned on time</p> <p>2. Student participation in answering question, analyze and discussion problem in class</p>	Throughout semester	Class attendance 10 %
2	<p>Knowledge</p> <p>2.1 To be able to recognized scope of Food and Beverage Services</p> <p>2.1 To be able to understand the Trends and food service system</p> <p>2.3 To be able to understand how work is performed and how activities are coordinated within Food and Beverage Services</p>	Midterm and final examination	Week9 Week 16	*Midterm 20% *Final 30%

3	Cognitive Skills To be able to understand the principle of Food and Beverage Services	1. group project 2. individual activities sheets	Throughout Semester	* Individual Activities 20 %
4	Interpersonal Skills and Responsibilities To be able to collect information for the assigned topic	Group Discussion	Throughout semester	*Group discussion 5%
5	Numerical Analysis, Communication and Information Technology Skills To be able to utilize at best the Information Technology to access and acquire knowledge, creative and inspiring ideas for issue given concerning Tourism	Group Project	Week13 – week 14	*Group Project 20%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Raj, R., & Musgrave, J. (2009). *Event Management and Sustainability*. Wallingford, UK: CABI

Rogers, T.(2003). *Conferences and Conventions: A Globalindustry*. Oxford (England: Butterworth-Heinemann.

Vining, S. (2001, Fall). The Future of the meetings industry: Why certain conference innovators are winning *Meeting discoveries*, 1, 1-7.

2. Important Documents for Extra Study

Fenich, G. (2005). *Meeting, expositions, events, and conventions: An introduction to the industry*. Upper Saddle River, N.J.: Pearson/Prentice Hall.

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

Keywords for searching:

Meeting, Incentive Travel, Conference, Convention, Events

Website: <http://www.businesseventsthailand.com/>

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:

- a. Content objectives were made clear to the students.
- b. The content was organized around the objectives.
- c. Content was sufficiently integrated.
- d. Content was sufficiently integrated with the rest of the first year curriculum.
- e. The instructional materials used were effectively.
- f. The learning methods appropriate assessed the students' understanding of the content.
- g. Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observe the class and discuss the results as follow:

- a. The lecturer is well prepared for class sessions.
 - b. The lecturer answers questions carefully and completely.
 - c. The lecturer uses examples to make the materials easy to understand.
 - d. The lecturer stimulated interest in the course.
 - e. The lecturer made the course material interesting.
 - f. The lecturer is knowledgeable about the topics presented in this course.
 - g. The lecturer treats students respectfully.
 - h. The lecturer is fair in dealing with students.
 - i. The lecturer makes students feel comfortable about asking question.
- (10) Course assignment are 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		
	● Major Responsibility									○ Minor Responsibility					
Course Category Major Elective Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code HIM3413 Course Title Club and Bar Operation	○	●	○	●	○	○	○	●	○	●	○	○	●	○	○