

TQF.3

Bachelor's Degree

Master's Degree

# College of Hospitality Industry Management (C.H.M.)

## Course Specification

**Course Code:** HIM3409

**Course Title:** International and Local Cuisine Management

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

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

(Hotel Management)

College of Hospitality Management,

Suan Sunandha Rajabhat University

(C.H.M. SSRU)

Semester: 2 Academic Year: 2020

## Section 1 General Information

### 1. Code and Course Title:

Course Code: HIM 3409

Course Title (English): International and Local Cuisine  
Management

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: 306      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: 2/2020      Year of Study: 2019 (HM61)

6.2 Number of the students enrolled: 10

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

None

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

None

## **9. Learning Location**

College of Hospitality Management, Nakhon Pathom Education  
Center      Room Number: 207

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

Date 28 December 2020

## **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**

This unit describes the performance outcomes, skills and knowledge required to understand the necessary equipment and tools in both commercial and industrial kitchens, cooking methods, grilled, broiled, roasted, fried, stir-fried, steamed, baked, and microwave. Thai Culinary includes preparation, history and presentation, techniques to cook foods in good taste and cleanliness, stocks, soups, and sauces knowledge, create and adjust the standardize recipes, menu planning for cost control and terminology in culinary.

## 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 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 HIM3409 <ul style="list-style-type: none"> <li>• Course introduction</li> <li>• Food culture of the world</li> <li>• Culinary history</li> <li>• Evolution of cookery</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 2</b> World Cuisines (1) <ul style="list-style-type: none"> <li>• What is cuisine?</li> <li>• French cuisine</li> <li>• French classic courses</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>• Ideas sharing</li> </ul>	Mr.Watcharawish
3	<b>Unit 3</b> World Cuisines (2) <ul style="list-style-type: none"> <li>• Italian cuisine</li> <li>• Main dish in Italian</li> <li>• Shape of Pasta</li> <li>• Other foods</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
4	<b>Unit 4</b> World Cuisines (3) <ul style="list-style-type: none"> <li>• Mexican cuisine</li> <li>• The land and history</li> <li>• The Foods</li> <li>• Glossary</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)
5	<b>Unit 5</b> World Cuisines (3) <ul style="list-style-type: none"> <li>• South America</li> <li>• The land and history</li> <li>• The Foods</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
6	<b>Unit 6</b> World Cuisines (3) <ul style="list-style-type: none"> <li>• Spain cuisine</li> <li>• The land and history</li> <li>• The Foods</li> <li>• Glossary</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> <li>• Performance activities</li> <li>• Cooking demonstration</li> </ul>	Mr. Watcharawish
7	<b>Unit 7</b> World Cuisines (3) <ul style="list-style-type: none"> <li>• The Caribbean</li> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</li> <li>• Glossary</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> <li>• Performance activities</li> <li>• Cooking demonstration</li> </ul>	Mr. Watcharawish
8	..... Midterm Examination.....			

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
9	<b>Unit 6</b> Asian cuisines (1) <ul style="list-style-type: none"> <li>• Thai cuisines</li> <li>• Ingredients used</li> <li>• Thai dishes</li> <li>• Unique of Thai flavors</li> <li>• Reviews</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
10	<b>Unit 7</b> Asian cuisines (2) <ul style="list-style-type: none"> <li>• Japanese cuisines</li> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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
11	<b>Unit 8</b> Asian cuisines (3) <ul style="list-style-type: none"> <li>• Chinese cuisines</li> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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
12	<b>Unit 8</b> Asian cuisines (4) <ul style="list-style-type: none"> <li>• Korea cuisines</li> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
13	<b>Unit 9</b> The Middleeast <ul style="list-style-type: none"> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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
14	<b>Unit 10</b> Indian cuisines <ul style="list-style-type: none"> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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>• Problem solving</li> <li>• Student research</li> </ul>	Mr.Watcharawish
15	<b>Unit 11</b> Africa cuisines <ul style="list-style-type: none"> <li>• The land and history</li> <li>• The Foods</li> <li>• The People</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>• Problem solving</li> <li>• Student research</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>• Questions and answers</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**

Sari Edelstein (2011). *Food, cuisine, and cultural competency: for culinary, hospitality, and nutrition professionals*. Jones and Bartlett Publishers, LLC

The International Culinary School (2009). *International Cuisines*. 2<sup>nd</sup> edition. John Wiley & Sons.

David Thomson (2010). *Thai Street Food, authentic recipes, vibrant traditional*. Ten Speed Press, Berkeley

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

- None

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

- [www.Historycentral.com](http://www.Historycentral.com)
- [www.geographia.com](http://www.geographia.com)
- [www.AsiaRecipe.com](http://www.AsiaRecipe.com)
- [www.NationbyNation.com](http://www.NationbyNation.com)
- [www.britannica.com](http://www.britannica.com)
- [www.foodbycountry.com](http://www.foodbycountry.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:

- (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						
HIM3409 International and Local Cuisine Management	●	○	○	●	○	○	○	○	●	○	●	○	○	●	●	○