



FOODSERVICE MANAGEMENT

PROGRAMME DESCRIPTION:

Unprecedented growth in the foodservice industry has created demand for foodservice business leaders and managers. Thus the programme is designed to equip students with the knowledge, skill and ability to take up challenges in managing the diverse foodservice management activities.

In order to produce high-performing foodservice business leaders and managers, the curriculum focuses on every aspect of the foodservice business such as operations, revenue management, human resources, training, marketing, merchandising, and customer service. The programme ensures graduates are equipped with skills and the know-how to increase customer satisfaction retain and motivate employees. Graduates also understand issues such as maximizing profit, forecasting the market, protecting assets besides assuring food quality and understanding nutrition and food science.

The B.Sc. (Hons.) Foodservice Management programme is currently being offered at UiTM Puncak Alam, and Terengganu Campuses.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfill the following objectives after 3 years in the programme:

- Professionals in foodservices industry who analyses and apply the knowledge, understanding, practical and laboratory experiences to provide quality products and services to the government agencies and science-related industries.
- Professionals in foodservices industry who lead and engage in teams in problem and tasks across disciplines through effective communicative abilities.
- Professionals in foodservices industry who continues to advance their knowledge and abilities by utilizing ICT to explore business opportunities in the service related industry.
- Professionals in foodservices industry who practice ethical and professional values in providing services to the recipients.

PROGRAMME OUTCOMES:

Graduates are expected to fulfill the following outcomes upon graduation:

- Able to identify principles and apply knowledge in foodservice operation.
- Able to apply technical skills necessary for operational efficiency and productivity.
- Able to make decisions based on the knowledge of managing foodservice organizations.
- Able to apply professional written and oral communication skills in management of foodservice.
- Able to demonstrate ability to relate social responsibility through safety, hygiene, nutrition and related issues in foodservice.
- Able to display ethical values and positive attitude in achieving organizational goals.
- Able to utilize all resources to enhance knowledge and managerial skill for continual professional growth and life- long learning.
- Able to demonstrate innovative managerial and entrepreneurial characteristics and professional behaviors.
- Able to demonstrate good leadership skills and supervision in the organization.

PROGRAMME STRUCTURE:

SEMESTER 1

ELC400	- PREPARATORY COLLEGE ENGLISH
HBU111	- NATIONAL KESATRIA I
HTC445	- MALAYSIAN CUISINE
HTC455	- CULINARY ESSENTIAL
HTM400	- FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY
MGT400	- INTRODUCTION TO MANAGEMENT
MKT410	- INTRODUCTION TO MARKETING

ELECTIVES

TMC401	- INTRODUCTORY MANDARIN (LEVEL I)
TFC401	- INTRODUCTORY FRENCH (LEVEL I)
TJC401	- INTRODUCTORY JAPANESE (LEVEL I)

SEMESTER 2

ACC406	- INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING
CTU551	- ISLAM AND ASIAN CIVILIZATION
ELC500	- ENGLISH FOR ACADEMIC READING
ENT300	- FUNDAMENTALS OF ENTREPRENEURSHIP
HBU121	- NATIONAL KESATRIA II
HTF423	- FOODSERVICE SYSTEM MANAGEMENT
HTF463	- HUMAN NUTRITION
HTF474	- FOODSERVICE PRODUCTION

ELECTIVES

TMC451	- INTRODUCTORY MANDARIN (LEVEL II)
TFC451	- INTRODUCTORY FRENCH (LEVEL II)
TJC451	- INTRODUCTORY JAPANESE (LEVEL II)

SEMESTER 3

ECO560	- ECONOMICS FOR HOSPITALITY MANAGEMENT
ELC550	- ENGLISH FOR ACADEMIC WRITING
HBU131	- NATIONAL KESATRIA III
HTF523	- FOOD SCIENCE
HTF533	- FOOD SAFETY MANAGEMENT
HTF554	- NUTRITION FOR FOODSERVICE PROFESSIONALS
HTH500	- HOSPITALITY SERVICE MANAGEMENT

ELECTIVES

TMC501	- INTRODUCTORY MANDARIN (LEVEL III)
TFC501	- INTRODUCTORY FRENCH (LEVEL III)
TJC501	- INTRODUCTORY JAPANESE (LEVEL III)

SEMESTER 4

CTU555	- MALAYSIAN HISTORY
ENT530	- PRINCIPLES OF ENTREPRENEURSHIP
HTF552	- MENU DESIGN AND ENGINEERING
HTF579	- EXPERIMENTAL PERSPECTIVE OF FOOD
HTF622	- FOODSERVICE FACILITIES DESIGN AND LAYOUT
HTF663	- HUMAN RESOURCE MANAGEMENT FOR FOODSERVICE ORGANISATIONS
HTH611	- HOSPITALITY MANAGERIAL ACCOUNTING
LAW419	- HOSPITALITY AND TRAVEL LAW

SEMESTER 5

HTC610	- FOOD RETAILING MANAGEMENT AND TECHNOLOGY
HTF661	- FOODSERVICE YIELD MANAGEMENT
HTF670	- FOODSERVICE INFORMATION TECHNOLOGY AND E-COMMERCE
HTF677	- HALAL AND QUALITY STANDARD FOR FOODSERVICE ORGANISATION
HTF683	- MANAGEMENT FOR FOODSERVICE ORGANISATIONS
HTM606	- HOSPITALITY RESEARCH METHODS
STA404	- STATISTICS FOR BUSINESS AND SOCIAL SCIENCES

SEMESTER 6

HTF681	- INDUSTRIAL INTERNSHIP
HTM655	- UNDERGRADUATE PROJECT

COURSE DESCRIPTION:

SEMESTER 1

ELC400 - PREPARTORY COLLEGE ENGLISH

This is a course designed to enhance students' listening and writing skills in the use of English for academic purposes. It helps to consolidate the students' skills in using grammatically correct structures in academic context. The students are also taught paraphrasing, summarising and essay writing skills. Grammatical items are reinforced in the teaching of listening and writing.

HBU111 - NATIONAL KESATRIA I

This course introduces to students conduct and behaviour, personality, leadership and communication manner through the components of discipline such as uniform team marching. Students are also given inputs on nationalism and spiritual to inculcate patriotism and development of behaviour. Aspect of physical fitness are given through physical training.

HTC445 - MALAYSIAN CUISINE

Students will be introduced to the various predominant Malaysian foods focusing on the three dominant ethnic Malay, Chinese, and Indian. This course will expose students to the Malaysian day to day menu which includes breakfast, lunch, dinner and snack. The course will also provide student with fundamental concepts, skills and techniques of basic Malaysian cooking.

HTC455 - CULINARY ESSENTIAL

This course is to enable students to have a basic idea on how kitchen is operated in the foodservice industry. The course also will become a platform for the student's to operate a commercial kitchen through a hands-on approach. Further, they will be exposed to how kitchen is operated based on different service style in a simulated foodservice setting.

HTM400 - FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY

This introductory course provides student with the scope and complexity of the hospitality industry by exploring the relationships of lodging, tourism, food and beverage, culinary arts and other sub industries. It introduces key hospitality management definitions and the opportunity available to achieve a successful hospitality career. It encompasses the study of organisation, functions, operations and management of the hospitality industry, safety, security and environmental practices.

MGT400 - INTRODUCTION TO MANAGEMENT

This course introduces the functions of management such as planning, organising, leading and controlling and other management principles and concepts. The subject will expose students to managerial approaches that are pertinent in a business enterprise. Business challenges and several management issues are also covered in order for a student to acquire better understanding of managerial duties, skills, roles and decisions.

MKT410 - INTRODUCTION TO MARKETING

This course introduces the principles and practice of marketing. It includes the basic concept and philosophies in marketing, market segmentation, targeting and positioning as well as marketing mix (4P's). In addition, areas on consumers' buying behaviour, marketing environment and marketing role in strategic planning and society are also emphasised.

TMC401 - INTRODUCTORY MANDARIN (LEVEL I)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the first of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

TFC401 - INTRODUCTORY FRENCH (LEVEL I)

This is the first of a three part course for the French Language. It helps to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilisation.

TJC401 - INTRODUCTORY JAPANESE (LEVEL I)

This is the first of a three-part programme for Introductory Japanese Course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured 30 information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

SEMESTER 2

ACC406 - INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles and techniques of double entry system, procedures in preparing final accounts of a sole trader for merchandising and service enterprise and procedures in preparing final accounts of a partnership business. This course aims to provide students with the basic accounting knowledge of the total recording process as well as maintenance of full set of accounts that a business organisation should keep. It is also designed to develop the student's skill in preparing financial statement for partnerships, simple changes in partnership and accounting treatment for asset revaluation and changes in goodwill.

CTU551 - ISLAM AND ASIAN CIVILAZATION

This course discusses the history and civilization knowledge such as Islamic civilization, Malay civilization, China civilization and India civilization. Current issues during civilization and the importance of courtesy dialogues are also emphasized.

ELC500 - ENGLISH FOR ACADEMIC READING

This course is a review of fundamental reading skills necessary for understanding academic texts at tertiary level. It focuses on building and enhancing students' ability to interpret content and analyse the organisation of ideas in reading texts. It is recommended that tasks and activities are discipline-based.

ENT300 - FUNDAMENTAL OF ENTREPRENEUSHIP

The emphasis of this course is to nurture entrepreneurship culture among students so that they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship: its concept and theoretical framework of entrepreneurship, and the individual entrepreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.

HBU121 - NATIONAL KESATRIA II

This course encompasses four components such as discipline of self defence (battle without weapons), patriotism, spiritual and recreational. This course also introduces the principal of survival to students.

HTF423 - FOODSERVICE SYSTEM MANAGEMENT

This course outlines the operations of the various types of foodservice establishments based on the systems and sub-systems approach. The activities and technicalities of the operational phases involved in foodservice operations are emphasised. Topics also cover equipment classification, selection and maintenance in relation to planning and design of a foodservice facility.

HTF463 - HUMAN NUTRITION

The course encompasses basic principles of nutrition and nutritional requirements throughout the lifespan. The relationship between nutrition and health in general are also covered with special considerations on nutrition related diseases as well as nutrition for special diets and needs.

HTF474 - FOODSERVICE PRODUCTION

This course enables students to appraise the role of the manager in F&B, cafeteria and restaurant industry. The course will expose students to the basic service and kitchen management skills, enabling them to understand the operations of a professional F&B manager, his/her functions, in respect to the stages in foodservice operations. Students will learn to prepare various table settings based on service style, menu planning, and production schedules. Students will also develop the ability to recognize different style of service through practically serving and preparing foods. Finally, they will also be involved in complete planning and execution of a certain events involving quantity food serving and preparations.

TMC451 - INTRODUCTORY MANDARIN (LEVEL II)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the second of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

TFC451 - INTRODUCTORY FRENCH (LEVEL II)

This course includes an integration of the four language skills, which will enable students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Verbal and non-verbal communication skills are taught with visual aids. Students are also taught to anticipate and respond to questions appropriately. This course also provides relevant cultural and social elements.

TJC451 - INTRODUCTORY JAPANESE (LEVEL II)

This is the second of a three parts for Introductory Japanese course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence.

SEMESTER 3**ECO560 - ECONOMICS FOR HOSPITALITY MANAGEMENT**

This course will cover the key areas of economics within a hospitality framework. Case studies and/or selected reading excerpt will be utilised in explaining relevant economic principles and defining key terminologies. The topics will be covered with a minimum amount of mathematics. The content of the course will equip students with the relevant economic knowledge that will enable them to analyse and manage the development in the hospitality industry and related activities in tourism, leisure and recreation.

ELC550 - ENGLISH FOR ACADEMIC WRITING

This course focuses on developing students' ability to paraphrase, summarise, and write parenthetical references/citation. The skills acquired will deter plagiarism and help prepare them for writing their final year project paper which is mandatory to acquiring their respective degrees.

HBU131 - NATIONAL KESATRIA III

This course is an extension to TTS skills, water sports, recreation, survival and additional mental and physical stage of fitness. Students are also equip with communication skills, creative thinking and spirit of teamwork.

HTF523 - FOOD SCIENCE

This subject will cover the basic structure and chemical properties of macronutrients and its water activity in food. The physical and chemical changes due to temperature, storage and processing of food will also be highlighted. The importance of food science in food preparation is emphasised in detail and for the food industry in general.

HTF533 - FOOD SAFETY MANAGEMENT

This course introduces the principles of food safety and sanitation. It focuses on the important areas of foodborne disease, food safety hazards and the effective management of food safety through application of the risk management system Hazard Analysis and Critical Control Point (HACCP).

HTF554 - NUTRITION FOR FOODSERVICE PROFESSIONALS

The syllabus provides basic concepts and applications of nutrition in all aspects of foodservice management. The syllabus emphasises on the application of nutrition information to every aspect of foodservice operation, from standardizing recipes, menu planning, food purchasing and storage, receiving and preparation to service and delivery. Weight management, special diets and nutritional needs of different groups of people and ailments are given special considerations at each steps of food process.

HTH500 - HOSPITALITY SERVICE MANAGEMENT

This course provides an understanding of the service attributes and characteristics, service segments and concepts of service delivery system, quality standards, training and concept of globalization for service sectors. The focus is to develop and apply theories and strategies for situational problems.

TMC501 - INTRODUCTORY MANDARIN (LEVEL III)

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the third of a three-level Mandarin Language programme designed specifically for UiTM Bachelor degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, speech, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the intermediate level proficiency. In this course, students will be introduced to the Hanyu Pinyin system (Romanized Mandarin). In addition, Chinese culture will also be introduced in this course.

TFC501 - INTRODUCTORY FRENCH (LEVEL III)

This is a course for students to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilization.

TJC501 - INTRODUCTORY JAPANESE (LEVEL III)

This is the third of a three part programme for Introductory Japanese Course. Hiragana, Katakana and simple Kanji will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

SEMESTER 4

CTU555 - MALAYSIAN HISTORY

This course explains the concept of ethnic diversity, community, and culture that exists in Malaysia and plurality from Islamic perspective. This course discusses the history of Independence, the Constitution and the unity of the Ummah through the Federal Constitution in comparison with the constitution of Medina. It also discusses the political and economic development, action plans and strategies towards creating an integrated society, Malays and Bumiputeras survival strategies and application of Islamic values as a way of life in various ethnic groups in Malaysia.

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

The emphasis of this course is to nurture entrepreneurship culture among students so that they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship; its concept and theoretical framework of entrepreneurship, and the individual entrepreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.

HTF552 - MENU DESIGN AND ENGINEERING

This course covers menu planning, types of menus, menu writing, and menu profitability used for various types of foodservice organisations.

HTF579 - EXPERIMENTAL PERSPECTIVE OF FOOD

This course consists of the study of basic structural properties of food with the effects from methods of manipulation and types of ingredients. The topics includes carbohydrate, proteins, fats and oils, colours, and the processes that influence its characteristics such as caramellization of sugar, rancidity of fats and oil, denaturation of meat, poultry and fish, milk and egg products, and the dimensions in baking. Its application will be discussed and experimented through processes in the laboratory to identify the cause and effect of each ingredient towards the end food product.

HTF622 - FOODSERVICE FACILITIES DESIGN AND LAYOUT

This course covers theory on the process in which a foodservice facility is planned, designed, and equipped. Stages of planning, beginning with concept development, feasibility, and site selection; principles of design and the design process; foodservice facilities engineering and energy management; equipment and interior design is discussed in detail.

HTF663 - HUMAN RESOURCE MANAGEMENT FOR FOODSERVICE ORGANISATIONS

The course is designed to give students a basic knowledge pertaining to the concepts and principles of people management. It focuses almost entirely on the essential personnel management topics such as selection, training and development, remunerations, performance evaluation, employee relations, and an insight into Malaysian Labour Laws.

HTH611 - HOSPITALITY MANAGERIAL ACCOUNTING

This course introduces students with managerial decision-making knowledge and skills using accounting data as an integral part of the function of managers in the hospitality industry. Students are provided with the core knowledge needed to understand the kinds of data generated by the financial systems of hospitality operations, prepare budgets, perform variance analysis, and provide control over the financial aspects of the hospitality business. Applications of these techniques and tools in the hospitality industry will be demonstrated throughout the course.

LAW419 - HOSPITALITY AND TRAVEL LAW

The course focuses on the basic understanding of the Malaysian legal system as well as other basic legal principles which are mainly governing the hospitality and travel industry with particular emphasis to aspects of laws relevant to culinary, food management, restaurant and tourism industry. The laws covered within this course are namely the commercial law such as law of contract, law of agency, tort of negligence and other parliamentary statutory provisions relevant to hospitality and tourism industry.

SEMESTER 5

HTC610 - FOOD RETAILING MANAGEMENT AND TECHNOLOGY

A study of the principles and practices of retailing and merchandising as applied in the foodservice business. Discussion of retailing management which includes planning, product assortment, purchasing and inventory control, operation management, developing merchandise, financial management and integrating the technology usage and advancement in the food retailing industries.

HTF661 - FOODSERVICE YIELD MANAGEMENT

This course introduces students to the history, structure and skills of yield management as it pertains to the foodservice industry. Students will learn to use various tools which will assist them in forecasting customer demand at the micro market level, and the maximization of yield through pricing optimization. Students will be required to understand and utilize financial data to make revenue and yield decisions.

HTF670 - FOODSERVICE INFORMATION TECHNOLOGY AND E-COMMERCE

The course focuses on information technology and its application in foodservice management. Developments such as e-commerce, intranet/internet, web-technology and telecommunication are discussed as to how they can be successfully applied in the foodservice industry.

HTF677 - HALAL AND QUALITY STANDARD FOR FOODSERVICE ORGANISATION

The course introduces the students to the overall Food quality control, total quality management (TQM) and food safety management in food industry. It encompasses the study of organisation, functions, operations and management of the hospitality industry. The course will deliberate various aspects in the production of halal foods both for retail and food catering business. Some areas of discussion will include guidelines on halal standards, requirements, development of quality systems, certification and the use of halal logo will be emphasised. Analytical method for halal authenticity of foods constituents will also be discussed. National and international requirements in halal food trade will be highlighted.

HTF683 - MANAGEMENT FOR FOODSERVICE ORGANISATIONS

In this course, the students will be provided with an overview of the foodservice industry, growth and future prospect. Discussions will focus on management and operation issues surrounding the various types of foodservice establishments in Malaysia and worldwide. Students are encouraged to conduct a mini forum or seminar to invite guest speakers - experts from the foodservice industry to share their views and experiences in the running of the business. Field trips to some foodservice organisations will also provide real insights to the decision making strategies and activities carried out by some the foodservice establishments.

HTM606 - HOSPITALITY RESEARCH METHODS

This course is designed to expose students to management research in order to better understand the complexity of today's hospitality business environment. Managers need good information to reduce risk in their management decision making. At the same time, research can assist management to ask the right strategic questions. Hence, knowledge and understanding of our social and business environment have become the basis of today's managerial decision-making. This introductory course provides a holistic and integrated approach to hospitality management research processes. This course covers a wide range of approaches to management research and their philosophical bases to be readily applicable to managerial problem solving.

STA404 - STATISTICS FOR BUSINESS AND SOCIAL SCIENCES

This course introduces the students to the basic and intermediate methods of data analysis. Emphasis will be given to the usage of descriptive and inferential statistics including measures of central tendency, measures of dispersion, correlation, regression, hypothesis testing and chi-square test of independence. Student will be exposed to interpret the output from the statistical software.

SEMESTER 6

HTF681 - INDUSTRIAL INTERNSHIP

The Faculty of Hotel and Tourism Management (FHTM) give special importance to student-centred learning in developing the required competences in a self and group-learning process. The Independent Study (IS) course provides a platform for student (working in group) to further enhance the learning in acquiring special topics of interest within the industry that are not covered extensively in the curriculum.

The Independent Study project provides the opportunity to study in greater depth an aspect of particular issue (master of knowledge) relating to the project's theme relevant to the industry. The term project may be either an argumentative essay, applied or action "research" to satisfy the requirement. The course will employ both formative and summative assessment methods. Individually, the students need to submit the Learning Contract. The Learning Contract invites new relationships between students and lecturers.

HTM655 - UNDERGRADUATE PROJECT

This course provides a platform for students to further enhance the learning in acquiring special topics of interest within the industry that are not covered extensively in the curriculum. The project provides opportunity for students to study in greater depth an aspect of particular issue (mastery of knowledge) relating to the project's theme relevant to the industry. The undergraduate project may be either an argumentative essay, applied or action "research" to satisfy the requirements. The course will employ both formative and summative assessment methods.