



Master in Foodservice

PROGRAMME DESCRIPTION:

The Master Program by coursework is designed to train individual or industry professionals seeking to advance their careers. This program prepares students for middle and upper level management positions in the broad realms of hotels, resorts, restaurants, food service, tourism and gastronomy related fields. Students are expected to augmenting managerial competencies, analytical, organizational skills and the ability to anticipate, decide and solving matters in situations related in his or her professional fields. The length of study is 1 ½ year for a full-time and 2 ½ year for a part-time basis. Successful completion of an approved subjects leads to the award of a Master in Hospitality Management, Master in Tourism Management, Master in Foodservice Management or Master in Gastronomy.

PROGRAMME OUTCOMES:

At the end of this programme students should be:

- Able to recognize evolving issues and challenges in the areas of hospitality and foodservice industry.
- Able to apply techniques employed in the management of foodservice facilities.
- Able to analyze contemporary issues related to foodservice areas and undertake suitable actions for organization and society well-being.
- Able to effectively communicate ideas and results verbally and in writing.
- Able to Work collaboratively with colleagues to accomplish mission, goals and objectives of organization.
- Able to demonstrate work values and ethical responsibility in handling the impact of global economic environment.
- Able to acquire foodservice management information through various sources such as the library or information technology to enhance knowledge and information gathering critically for life-long learning commitment.
- Able to acquire and apply entrepreneurial and managerial skills in decision making for foodservice organizations.
- Able to demonstrate leadership characteristics and partake professional responsibilities.

PROGRAMME STRUCTURE:

Semester 1

- Research Methods and Analysis for Hospitality and Tourism
- Strategic Marketing for Hospitality and Tourism
- Quantitative Methods for Hospitality and Tourism Research
- Food Quality Assurance and Control
- Foodservice Retailing**
- Food Toxicology**

Semester 2

- Financial Management and Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Food Product Development
- Foodservice Training and Development
- Operations Management in Foodservice Industry**
- Motivation and Leadership**

Semester 3

- Thesis Option
- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Graduate Research
- Non-Thesis Option
- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Entrepreneurial Business Operation

**** Electives**

COURSE DESCRIPTION:

HTM700 - RESEARCH METHODS AND ANALYSIS FOR HOSPITALITY AND TOURISM

This course explores the major research designs and methods emphasizing underlying assumptions, inquiry aims, participant selection, data collection and analysis, interpretation of findings, conclusions, and reporting. This course gives the students essential guidance on how to carry out their own research projects and introduces them to the core concepts, methods, and values involved in doing research.

HTM705 - STRATEGIC MARKETING FOR HOSPITALITY AND TOURISM

A clear understanding of what the various issues involved in managing the firms marketing function in a dynamic business environment. This course focuses on the study of issues like branding, pricing, promotion, and distribution to enhance customer value and customer satisfaction. In particular, the course emphasizes as its main theme how different theorists have addressed the issue of the relationship of theory to practice. Hence, students will be familiar with social theory and its development to describe how firms can leverage technology to improve the efficacy of their traditional and e-commerce marketing activities in today's globally environment.

HTM750 - GLOBAL STRATEGIC MANAGEMENT FOR HOSPITALITY AND TOURISM

This course is designed to present strategic management pertaining to hospitality and tourism industry. It focuses on specific knowledge and skills that are required to understand strategy and the process by which it is developed in hospitality and tourism organizations, and provides information on the situation and context in which strategy is formed and implemented. The general topics to be covered include the relationship of organizations to their environments, organizational objectives, formal and informal approaches to strategic planning, the role of organizational structure in the context of strategy formulation and implementation, and the mechanisms for monitoring and evaluating the effectiveness of strategic decisions.

HTM755 - FINANCIAL MANAGEMENT AND ANALYSIS FOR HOSPITALITY AND TOURISM

The main objective of this course is to provide students with a broad, practical perspective to work on financial statement analysis to determine i) a reasonable assessment of the financial condition of the firm, ii) what may be reasonable forecast of its future position, iii) whether the firm is worthy of credit ; and iv) the operation characteristics of the firm. Attention is focused on capital investment analysis, cost of capital, mergers, consolidations, and current financial issues in the hospitality industry.

HTM760 - CONTEMPORARY TREND AND ISSUES IN HOSPITALITY AND TOURISM INDUSTRY

This course provides the students with some understanding of the nature, components and issues which contributes to the success of the hospitality and food industry sector. The students are also required to look into key aspects pertaining to current issues, concepts, approaches and trends that is relevant and related to the development of this industry.

HTM765 - ENTREPRENEURIAL BUSINESS OPERATION

This subject is designed to comply with the need of the University which to develop young energetic entrepreneurs. The focus is more toward a strategic business plan for restaurant, catering companies and frozen food productions. Some of the important aspects in the developing of strategic business plan such as strategy management, marketing management, marketing mix, human resources management, financial management and cost control will be highlighted. Students will be exposed to several business related issues (internal and external) before deciding on how to position and formulating business strategies. SWOT and PEST method of analysis will be used to analyze the business issues and company capabilities. Another business discipline is related to marketing management. This subject will also focus on the practical application of a company's marketing resources and activities. The marketing mix approach to marketing will be the model of crafting and implementing marketing strategies.

HTM770 - APPLIED RESEARCH PROJECT

This course is designed to understand the process by which hospitality business leaders respond to business problems. This course will integrate research skills and professional business practices by providing an opportunity to apply current research to a hospitality business problem.

HTM775 - GRADUATE RESEARCH

This course is designed to facilitate the process involved in writing a graduate thesis designed to investigate a pertinent issue in hospitality and tourism industry. Specifically, students select a research topic of interest, conduct a review of relevant literature, and determine methodologies needed to investigate the problem of concern. This course will also enable students to undertake an ordered and critical investigation of hospitality management and development issue which will demonstrate their ability to work independently at master's level, both in preparing and presenting their theses. The theses will therefore be indicative of the students' research potential and will demonstrate their ability to extend the existing body of hospitality knowledge. At the conclusion of this course, students will have completed and submitted for committee approval a graduate thesis that includes an introduction to the project, a review of related literature, and a description of methods and procedures and data analysis.

HTF730 - FOOD QUALITY ASSURANCE AND CONTROL

The course will emphasize on the food quality elements and the latest trends in the industry to assess food quality. In addition, it provides students the ability to understand and analyze the quality assessment of advanced food quality.

HTF740 - FOODSERVICE RETAILING

This module focuses on the process of retailing with a strategic approach based on the fundamental principles of retailing that retailer has to adapt and plan for a complex and changing environment. Discussion covers the traditional framework of retailing with the realities of the competitive environment and the emergence of development in technology as a backbone for retailing.

HTF750 - OPERATIONS MANAGEMENT IN FOODSERVICE INDUSTRY

The course will expose students on concepts in operations system in foodservice management. Students will set up operations model and analyze decision-making tools in operations management. Topics discuss are forecasting system, process strategy, location strategy, layout strategy, queuing models, inventory management and project management.

HTF755 - FOOD TOXICOLOGY

Food toxicology is the study of the nature, properties, effects and detection of toxic substances in food, and their disease manifestation in human. This course provides a basic understanding of toxicology related to food and the human food chain. The course will examine chemicals of food interest such as food additives, mycotoxins, industrial pollutants and pesticides. The course will also cover the etiology of food borne disease related to naturally-occurring toxins. The ecology of food will be included as well. Case studies and special topics are to be reviewed.

HTF760 - FOODSERVICE TRAINING AND DEVELOPMENT

This course attempts to cover every facet of training for the foodservice operation and aimed at managers who are responsible for developing competent employers. It introduces the role of training and development, strategic training, learning theories and topic related to designing training programs, employee development and career management and the future of training and development. Case scenarios will be used to demonstrate key principles related to the training and development of people.

HTF770 - FOOD PRODUCT DEVELOPMENT

The commercial end result of food science is the delivery of acceptable foods to consumers. This course will prepare students in the product development process using the product development team approach that is prevalent in the food industry. Students will be required to access resources in a variety of ways. Students will be required to acquire the knowledge necessary to successfully complete their product assignment. As in the industry, achievement of team goals will be rewarded. Students will give attention to the three major components of food product development: (i) Development and evaluation of food product concept, (ii) development of a prototype food product and (iii) market evaluation of the prototype product.

HTF780 - MOTIVATION AND LEADERSHIP

This course will introduce the students to the overview of motivation and leadership. This course focuses on the depth study of motivation, perception, learning, attitude formation, incentive theory, and job satisfaction. It emphasizes the contention that leadership is a symbolic process that leaders are made, not born.