



## Master in Gastronomy

### 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 resolve issues and challenges by applying knowledge from areas of gastronomy.
- Able to innovate and develop products according to industrial standards and gastronomic trends.
- Able to identify issues, design and conduct analysis and interpret data to facilitate managerial decision making to suit work environment and community culture.
- Able to relay and negotiate ideas in verbal and written form effectively and confidently inclusive of technology adoption suited to audience level and culture.
- Able to work collaboratively with colleagues to accomplish mission , goals and objectives of organization
- Able to demonstrate positive attitudes and ethical work values.
- Able to use various sources of information for continuous professional growth and lifelong learning commitment
- Able to acquire and apply managerial and entrepreneurial skills.
- Able to demonstrate leadership skills.

## **PROGRAMME STRUCTURE:**

### **Semester 1**

- Research Methods and Analysis for Hospitality and Tourism
- Strategic Marketing for Hospitality and Tourism
- Food Innovation
- Globalization, Social Theory and Gastronomy

### **Semester 2**

- Financial Management and Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Food Consumer Behaviour
- Gastronomy Communication
- Learning and Teaching Culinary Arts

### **Semester 3**

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

## **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.

### **HTC725 - FOOD INNOVATION**

This subject provides students with the scientific knowledge and approach to innovation in food product. It begins begin by introducing concept in food innovation, followed by concept in food science and food technology along with objective and affective testing of the products. Issues of food quality and safety are also address to ensure a comprehensive overview of the food innovation concept. Packaging is also addressed to ensure a holistic approach to the course from a practical perspective of knowledge application.

**HTC745 - GLOBALIZATION, SOCIAL THEORY AND GASTRONOMY**

This subject focuses on the study of social theory, globalization and gastronomy in learning how modern social theory has been used to describe the current gastronomical development. In particular, the course emphasizes as its main theme how different theorists have addressed the issue of the relationship of theory practice.

**HTM755 - FINANCIAL MANAGEMENT AND ANALYSIS FOR HOSPITALITY AND TOURISM**

This 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.

**HTH750 - 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.

**HTC755 - FOOD CONSUMER BEHAVIOR**

This module focuses on the multi-factorial influences that affect consumer choices for food. It examines the consumer as an individual and an intellectual social creature through various consumer behavior models and concepts. Other contributing elements are also looked into: such as the roles of technological advancement in food innovations, policy precedents, cultural factors and contemporary marketing issues, to enhance comprehension of how these integrate to influence consumer behavior in the food sector in a wide and deep context.

**HTC765 - GASTRONOMY COMMUNICATION**

This subject is emphasizing strongly on practical orientation and aims to develop and improve food writing skill. It encourages students to express ideas, opinion and evaluations with particular emphasis on writing. Topics includes journalism ethics, advertising, scientific and technological matters, recipe writing, food criticism, anthropological and historical writing about food, food and fiction.

**HTC775 - LEARNING AND TEACHING CULINARY ARTS**

This subject is designed to prepare graduates students or practitioners who have culinary skills and intent to acquire their teaching skills in culinary arts. The subject will provide graduate students with the opportunity to critically reflect upon and refine pedagogy and culinary skills. Emphasis will be placed on standards based, learner-centered instructional practices, authentic assessments and reflection. Those enrolled will have the opportunity to demonstrate mastery of concept through class presentation and peers review. An integral part of the course is also emphasis on application of current educational issues pertaining to culinary arts.

### **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.

### **HTC780 - GASTRONOMY TOURISM**

This course focuses on food and drink as a motivation for travel as well as their role in enhancing the experiences of travellers and tourists. In order to lay the foundation for this study, the course examines major themes in the tourism literature and their relevance to the study of gastronomic tourism. It discusses various components of gastronomic tourism, from food and beverages festivals to market tours and regional cooking programs. The course presents examples of best practice at destinations where food and beverages are combined to create an attraction that enables tourists to explore aspects of culture and assesses both the impact of gastronomic tourism on destinations and its contribution to the food and beverage industries.

## **Preparatory Courses for Non - Major Student**

### **HTH701 - INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY**

This subject is designed to provide knowledge of the tourism and hospitality industry. Students would be given information on basic understanding on how tourism and hospitality industry are established and organized. This subject would also provide a basis for students to understand and debate current issues and trends in the industry. It will also look at how public sectors are responding to the industry.

### **HTC710 - CULINARY ESSENTIAL**

This course provides the fundamental concepts, skills and techniques of basic cooking. Using the classical cooking approach, this course helps to develop the students' knowledge and skill in food preparation and all aspects of the kitchen procedures.

### **HTC715 - FUNDAMENTAL OF BAKING**

This course is designed to produce competent students with entry-level professional baking skills. By having both practical and theory sessions, it can provide students with a better understanding of the principles in addition to performing the skills. The arrangement of the topics reflects the contemporary working practices of the pastry kitchen.