



FOODSERVICE MANAGEMENT

PROGRAMME DESCRIPTION:

This two and a half year programme in the Faculty of Hotel and Tourism Management was first introduced in 1975 to meet the growing requirements of foodservice industry in Malaysia. The programme was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational levels. Since then, this programme has developed an excellent reputation within the foodservice industry in the country for the quality of the graduates.

The programme concentrates on broad coverage of foodservice industry at operational departments that includes hospital, food and beverage, housekeeping, event management, sales and marketing and fast food restaurant chain. Further, the programme prepares students with a wide array of professional careers in hotels and resorts, hospital, private clubs, restaurants, conference centres, fast food chains and catering businesses.

The curriculum offers a balance between knowledge and practical application to ensure that students are well equipped with knowledge and hands-on experience, hence able to obtain immediate employment in the hospitality industry upon graduation. In addition, the industrial training programme will provide students with valuable experience, which will assist them in their career planning as well as full time job opportunities.

Through its strong curriculum design that involves participation from the industry and various stakeholders, students will have an exciting career opportunity at management, supervisory and administrative positions in the hotel industry.

The Diploma in Foodservice Management programme is currently being offered at UiTM Penang and UiTM Terengganu campuses.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfil the following objectives after 2 and half years of graduation:

- Semi professionals in foodservice industry who analyze and apply the knowledge, understanding, practical and laboratory experiences to provide quality products and services to the government agencies and science-related industries
- Semi professionals in foodservice industry that lead and engage in teams in problem solving tasks across disciplines through effective communicative abilities.
- Semi professionals in foodservice industry who continue to advance their knowledge and abilities by utilizing ICT to explore business opportunities in service related industry.
- Semi professionals in foodservice industry who practice ethical and professional values in providing services to the recipients and provider of service related industry.

PROGRAMME OUTCOMES:

Graduates are expected to fulfil the following outcomes upon graduation:

- Able to acquire knowledge and apply principles and theories in foodservice system and operations.
- Able to demonstrate skills in food preparation and cooking techniques, to meet the production requirements of foodservice operations.
- Able to identify and solve task related problems.
- Able to apply written and oral communication skills in management in foodservice operation.
- Able to disseminate social responsibility to society of diverse background; with regards to food hygiene, nutrition and food safety.
- Able to demonstrate ethical and professional behavior in dealing with stakeholders.
- Able to utilize the resources to enhance managerial skill for continual professional and life- long learning.
- Able to apply entrepreneurial skills in foodservice operation.
- Able to demonstrate good leadership skills and supervision in the organization.

PROGRAMME STRUCTURE

SEMESTER 1

TMC101	- FOUNDATION MANDARIN (LEVEL 1)
OR	
TAC 101	- FOUNDATION ARABIC LEVEL 1
ELC120	- INTEGRATED LANGUAGE SKILL: LISTENING
CTU101	- PRINSIP-PRINSIP ASAS ISLAM
HTM130	- INTRO TO HOSPITALITY AND TOURISM INDUSTRY
HTC110	- BASIC CULINARY SKILLS 1
HTF110	- FOOD HYGIENE
HTC160	- FOOD STUDIES
HBU111	- NATIONAL KESATRIA I

SEMESTER 2

TMC151	- FOUNDATION MANDARIN (LEVEL 2)
OR	
TAC151	- FOUNDATION ARABIC LEVEL 2
ELC150	- INTEGRATED LANGUAGE SKILL: READING
CTU151	- ISLAMIC THOUGHT AND CIVILIZATION
HBU121	- NATIONAL KESATRIA II
HTC212	- BASIC EASTERN COOKERY
HTF219	- FUNDAMENTAL OF FOOD SCIENCE
HTF200	- INTRODUCTION TO NUTRITION
HTC215	- FUNDAMENTAL OF BAKING

SEMESTER 3

ELC230	- INTEGRATED LANGUAGE SKILL: WRITING
CTU265	- PENGURUSAN PEMAKANAN DAN PELANCONGAN ISLAM
HBU131	- NATIONAL KESATRIA III
ACC106	- INTRODUCTION TO FINANCIAL ACCOUNTING & REPORTING
HTF255	- MENU PLANNING AND DEVELOPMENT
HTH250	- FOOD & BEVERAGE COST CONTROL
HTC216	- COMMERCIAL FOOD PRODUCTION
HTH272	- FOOD AND BEVERAGE SERVICE

SEMESTER 4

MGT162	- FUNDAMENTALS OF MANAGEMENT
ENT300	- FUNDAMENTALS OF ENTREPRENEURSHIP
MKT243	- FUNDAMENTAL OF MARKETING
HTM260	- SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY
LAW277	- HOSPITALITY AND TRAVEL LAW
HTF285	- FOODSERVICE SYSTEMS & OPERATION
HTF226	- QUANTITY FOOD PRODUCTION

SEMESTER 5

HTF303	- INDUSTRIAL TRAINING
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COURSE DESCRIPTION

SEMESTER 1

TMC101 - FOUNDATION MANDARIN (LEVEL 1)

The Foundation Mandarin 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 elementary level vocabulary and grammar. The course will emphasize great 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.

TAC 101 - FOUNDATION ARABIC LEVEL 1

TAC 101 is a basic course for level I. At this level student will be guided to master the basic skill of Arabic Language. Usage of simple and suitable syllabus is expected to strengthen students' language skills in mastering four basic language skills at this beginning level.

ELC120 - INTEGRATED LANGUAGE SKILL: LISTENING

This course is designed to build the listening, speaking and reading skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of language skills with an emphasis on listening. It aims to raise students' proficiency to the intermediate level. This course focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

CTU101 - PRINSIP-PRINSIP ASAS ISLAM

Kursus ini mendedahkan kepada pelajar mengenai Prinsip Asas Islam. Fokus utama kepada Prinsip Asas Islam iaitu akidah, syariat, ibadat dan akhlak dengan menekankan kepentingan kefahaman dan penghayatan akidah serta pelaksanaan syariat, ibadat dan akhlak dalam kehidupan seharian.

HTM130 - INTRO TO HOSPITALITY AND TOURISM INDUSTRY

This course introduces the students to the overall environment of the hospitality and tourism industry. The students will be equipped with the knowledge in operations, functions and roles of the industry.

HTC110 - BASIC CULINARY SKILLS 1

This subject is to give student the fundamental concept, skills and the techniques of basic cooking. It attempts to develop students' knowledge in relation to the food preparation, terminology and other areas in culinary arts. The course will be based on classical cooking.

HTF110 - FOOD HYGIENE

This course introduces the students to the factors that influence the hygiene and safety of food prepared and served to customers. The course content includes safe practices for food handling, personal hygiene, Malaysian Food Regulation and Food Act, HACCP, microbial agents, symptoms and transmission of food-borne diseases. The materials offered in this course will be able to help in preventing the food borne illness outbreak from occurring. In addition to that, this course emphasizes on awareness of food safety issues in the foodservice environment.

HTC160 - FOOD STUDIES

This course will emphasize on the understanding on foods, composition of foods, proper food handling and storing, different cooking methods and the effect of food through heat transfer.

SEMESTER 2**TMC151 - FOUNDATION MANDARIN (LEVEL 2)**

The Foundation Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the second level Mandarin Language programme, designed specifically for UiTM Diploma students, the students will be taught appropriate foundation level grammar and vocabulary.

The course will emphasize 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 foundation 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.

TAC151 - FOUNDATION ARABIC LEVEL 2

This course is an extension of the Foundation Arabic(Level I) TAC101. Students taking this course are exposed to the vocabulary, grammar and Arabic phrases as well as basic at level II conversational Arabic in daily situational contexts. Cultural elements are also in corporate in the course. Emphasis is given to consolidating the four communication skills, namely listening, speaking, reading and writing. The course aims to equip students with the ability to communicate using simple Arabic phrases relevant to elementary level.

ELC150 - INTEGRATED LANGUAGE SKILL: READING

This course is designed to equip students with the reading skills necessary to help them improve their comprehension of written English in order to compete successfully in an academic program and to be confident and independent readers. Specifically, students will be exposed to intensive and extensive reading strategies through a variety of reading materials to build higher level reading skills as well as engage in voluntary reading at their own initiative. In addition speaking and listening skills are integrated into the course to help students perform effectively and competently in the social and academic contexts. This course aims to raise their proficiency to high intermediate level by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

CTU151 - ISLAMIC THOUGHT AND CIVILIZATION

Kursus ini menjelaskan konsep Tamadun Islam dan sumbangannya kepada peradaban dunia. Kursus ini juga membincangkan Islam di Alam Melayu, sistem kekeluargaan, kemasyarakatan dan kenegaraan Islam seterusnya cabaran yang dihadapi oleh dunia Islam hari ini.

HTC212 - BASIC EASTERN COOKERY

The course provides the fundamental concepts, skills, and techniques of basic eastern cooking. The students will be given the hands-on experience on how to prepare products derivatives with different types of cooking technique. This subject will gather such influences whereby the students will undergo pre-preparation, preparation, cooking and plating food items from major ethnic groups in Malaysia.

HTF219 - FUNDAMENTAL OF FOOD SCIENCE

This course will introduce the basics of food science and provide a branch point of food chemistry, processing and its terminology. The students will be exposed to the biological and chemistry topics such as food components, food preservation, plant foods and basic preservation and food processing.

HTF200 - INTRODUCTION TO NUTRITION

This course encompasses basic principles of nutrition, its functions and its effect on health, and other nutritional problems in general. Emphasis is being placed on the important role of macro and micronutrients in meals and nutritional requirements throughout the lifespan. The relationship between nutrition and health in general are also covered.

HTC215 - 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.

SEMESTER 3

ELC230 - INTEGRATED LANGUAGE SKILL: WRITING

This course is designed to equip students with the writing skills necessary to help them improve their written English in order to compete successfully in an academic program and to be confident and independent writers. This course aims to build the writing, reading and speaking skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of the language skills with emphasis on writing. This course also aims to equip students with the necessary skills to present arguments and discuss issues effectively. It focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate considerations given to the development of higher-level grammatical construction and vocabulary expansion which are intended to help increase students' lexical density.

CTU265 - PENGURUSAN PEMAKANAN DAN PELANCONGAN ISLAM

Kursus ini membincangkan tentang pelancongan dalam Islam, prinsip dan etika pengurusan serta pemuliharaan alam sekitar dalam industri pelancongan. Kursus ini juga menjelaskan konsep pemakanan, kebersihan dan nilai estetika yang boleh diaplikasi dalam industri pelancongan.

ACC106 - INTRODUCTION TO FINANCIAL ACCOUNTING & 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. 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.

HTF255 - MENU PLANNING AND DEVELOPMENT

The course help students to see the importance of the menu in accomplishing the goals of a successful foodservice operation. Students are exposed to the understanding of what the menu is all about; how it is used; how different types of menu are planned; how they are developed, designed and presented as a source of information, marketing and selling tool.

HTH250 - FOOD & BEVERAGE COST CONTROL

The course outlines the essential principles and procedures of effective food and beverage control which emphasizes on calculation of food costs, standards and planning.

HTC216 - COMMERCIAL FOOD PRODUCTION

The course exposes students to basic production skills, which enable them to understand the flow of food through each phase of the food production. The course will also help in developing culinary and sensory skills required in the profession.

HTH272 - FOOD AND BEVERAGE SERVICE

The course introduces students to the basics of dining room organization and management. The skills and procedures required by a server and supervisor will also be introduced and highlighted throughout the course

SEMESTER 4

MGT162 - FUNDAMENTALS OF MANAGEMENT

This course introduces the various functions of management such as planning, organizing, leading and controlling. The subject will expose students to various management concepts such as motivation, communication, quality management and Islamic management perspective.

ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP

This course provides an overview of the requirements for launching an entrepreneurial career and starting up an entrepreneurial venture. After an appreciation of the concept of entrepreneurship, students will be exposed to the critical role of opportunity recognition and evaluation. The course also shed light on the entrepreneur as the main success factor in the new venture formation and development. The central focus of the course is to prepare the students with the essence of entrepreneurship and business planning skills that is essential for the success of new ventures.

MKT243 - FUNDAMENTAL OF MARKETING

This course examines the fundamental, practical, managerial approach to marketing. It gives the student a comprehensive, innovative, managerial and practical introduction to marketing.

HTM260 - SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY

The syllabus focuses directly on the first-line hospitality supervisor and applying the wisdom of management theory and experience to the hard realities of the hospitality industry terms. Principles of good people management are provided in terms of how they apply on the job.

LAW277 - HOSPITALITY AND TRAVEL LAW

The course will focus on the understanding of the Malaysian legal system, the division of powers between the federal, state and local authorities in the management of tourism in Malaysia, tourism related laws and policies and laws governing the hospitality, tourism and food service providers and holidaymakers in Malaysia.

HTF285 - FOODSERVICE SYSTEMS & OPERATION

The course outlines the operations of the various types of foodservice organizations based on the systems and subsystems approach. Topics also cover equipment selection and maintenance in relation to design, layout, and productivity. The technicalities and mechanisms of operating various foodservice establishments are emphasized.

HTF226 - QUANTITY FOOD PRODUCTION

This course exposes student to an application of principles quantity food production in utilizing institutional equipment and procedures. The course includes quantity food planning, procurement, and service.

SEMESTER 5

HTF303 - INDUSTRIAL TRAINING

The course enables students to experience the actual working condition in various commercial and non-commercial operations. It also will placed students into each of the sub-systems involved in the foodservice operation.