



CULINARY ARTS MANAGEMENT

PROGRAMME DESCRIPTION:

The Department of Culinary Arts and Gastronomy has matured in line with the faculty's growth and service offerings. With over 30 years of academic culinary experience, the Faculty of Hotel and Tourism Management took a big leap to be the first in Malaysia to offer the B.Sc (Hons) in Culinary Arts Management in 2006 aimed at filling the gap in the supervisory level of the hospitality industry and the needs of the Food Research and Development organisations in producing R&D Chefs.

This programme is designed to fulfil the demand for more skilled workers in the food production area. The programme concentrates on menu design and development, basic and advanced cooking skills and products. Students are also taught to innovate culinary products. At the same time, issues in culinary related areas such as sanitation and food safety practices, as well as the operation and the usage of kitchen equipment in accordance to industrial standards, culinary and gastronomic trends are also emphasised.

The B.Sc (Hons) Culinary Arts Management, a three-year programme, is currently being offered at UiTM Shah Alam, Penang and Terengganu Campuses.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfil the following objectives after 5 years of graduation:

- Competent culinarian who synthesize and apply the knowledge and skills in all areas of food production and other related disciplines in order to provide quality products and services to related industries and relevant government agencies.
- Culinary professionals who lead and engage in teams in problem solving tasks across disciplines through effective communicative abilities.
- Culinary professionals who continue to advance their knowledge and abilities by utilizing ICT to explore business opportunities in the food and service related industry.
- Culinary professionals who practice ethical and professional values in providing services in food and service related industry.

PROGRAMME OUTCOMES:

Graduates are expected to fulfil the following outcomes upon graduation:

- Able to acquire and apply advanced knowledge of culinary arts.
- Able to safely perform advanced cooking skills and sanitation and hygiene practices, as well as operate and use kitchen equipment in accordance to industrial standards, culinary and gastronomic trends.
- Able to identify problems, design and develop menus and culinary products and tackling issues in culinary related areas.
- Able to communicate effectively at all levels.
- Able to work in a team of multi-disciplinary projects.
- Able to demonstrate positive work values, ethics, morality, and professionalism.
- Able to manage information and engage in life-long learning for continual professional growth.
- Able to acquire and apply managerial and entrepreneurial skills.
- Able to demonstrate managerial and leadership skills.

PROGRAMME STRUCTURE:

SEMESTER 1

- ELC400 - PREPARATORY COLLEGE ENGLISH
- HBU111 - NATIONAL KESATRIA 1
- HTC415 - FUNDAMENTALS OF BAKING
- HTC455 - CULINARY ESSENTIAL
- HTM400 - FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY
- MGT400 - INTRODUCTION TO MANAGEMENT
- MKT410 - INTRODUCTION TO MARKETING
- TFC401 - INTRODUCTORY FRENCH (LEVEL I)

SEMESTER 2

- CTU551 - ISLAM AND ASIAN CIVILIZATION
- ELC500 - ENGLISH FOR ACADEMIC READING
- HBU121 - NATIONAL KESATRIA II
- HTC445 - MALAYSIAN CUISINE
- HTC475 - FOOD PURCHASING AND COST CONTROL
- HTC486 - FOOD PRODUCTION
- HTH425 - FOOD AND BEVERAGE MANAGEMENT
- TFC451 - INTRODUCTORY FRENCH (LEVEL II)

SEMESTER 3

- ACC406 - INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING
- ELC550 - ENGLISH FOR ACADEMIC WRITING
- ENT530 - PRINCIPLES OF ENTREPRENEURSHIP
- HBU131 - NATIONAL KESATRIA III
- HTC403 - EXPERIENTIAL LEARNING
- HTC520 - PASTRY AND CONFECTIONERY TECHNIQUES
- LAW419 - HOSPITALITY AND TRAVEL LAW
- TFC501 - INTRODUCTORY FRENCH (LEVEL III)

SEMESTER 4

- HTC540 - HOSPITALITY PROCUREMENT
- HTC555 - ETHNIC MALAY CUISINE
- HTC556 - FOOD AND SOCIETY
- HTC560 - RESTAURANT BUSINESS OPERATIONS
- HTC575 - RESTAURANT PLANNING, LAYOUT AND DESIGN
- HTF533 - FOOD SAFETY MANAGEMENT
- HTF554 - NUTRITION FOR FOODSERVICE PROFESSIONALS

SEMESTER 5

- CTU555 - MALAYSIAN HISTORY
- HTC580 - CULINARY PRODUCT DEVELOPMENT
- HTC610 - FOOD RETAILING MANAGEMENT AND TECHNOLOGY
- HTC630 - ORGANISATIONAL BEHAVIOR FOR THE HOSPITALITY AND FOOD SERVICE INDUSTRY
- HTC645 - FOOD STYLING
- HTM606 - HOSPITALITY RESEARCH METHODS
- STA404 - STATISTICS FOR BUSINESS AND SOCIAL SCIENCES

SEMESTER 6

HTC652 - CULINARY INTERNSHIP
HTM655 - UNDERGRADUATE PROJECT

COURSE DESCRIPTION

SEMESTER 1

ELC400 - PREPARATORY 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.

HTC415 - FUNDAMENTALS 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.

HTC455 - CULINARY ESSENTIALS

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

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.

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 student 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.

TFC401 - INTRODUCTORY FRENCH (LEVEL I)

This course is the first stage of the Introductory Level of the French Language course. Students taking this course are exposed to the vocabulary, grammar and French phrases as well as basic conversational French in daily situational contexts. Cultural elements are also incorporated 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 French phrases relevant to foundation level.

SEMESTER 2**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.

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.

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.

HTC475 - FOOD PURCHASING AND COST CONTROL

This course discusses the principles and procedures of effective food purchasing and cost control. In general students would be exposed to systems of control: food purchasing, receiving, storing and issuing; beverage control and sales and labour cost consideration. It emphasises on standard operating procedure which includes among others, portion control, butcher test and standard recipes

HTC486 - FOOD PRODUCTION

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.

HTH425 - FOOD AND BEVERAGE SERVICE MANAGEMENT

Students are exposed to the actual practical working condition in restaurants, emphasizing all aspects of good service and product knowledge together with essential communication, personal organisation and technical skills. It also involves service procedures for various menu items and from the guest arrival till their departure. This subject also defines catering in the service industry and introduces to the different forms of commercial and institutional catering. It provides students the opportunity to understand the theoretical knowledge of restaurant premises, equipment, menu preparation, job function of each staff members of restaurant, several controlling documents in the operating system of the restaurant.

TFC451 - INTRODUCTORY FRENCH (LEVEL II)

This is the second of a three semester French language course designed specifically for students in the Bachelor's degree programme at UiTM where a pass in the third language is a university requirement. 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.

SEMESTER 3**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 partnership. 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.

ELC550 - ENGLISH FOR ACADEMIC WRITING

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.

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

The focus of this course is to nurture a basic appreciation for entrepreneurship from the perspective of the individual entrepreneur. Emphasis is on the entrepreneurial mindset and decision process the individual encounters as he pursues entrepreneurial opportunities, creates new ventures and deals with business management issues. The course has two key components of face-to-face lectures and practical project assignments monitored through on-line consultations with the course lecturer.

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.

HTC403 - EXPERIENTIAL LEARNING

Culinary internship provides students with 'hands-on' learning experience in food preparation. The internship programme will take place in various selected hotels and high scale restaurants. This course also provides students with an exposure to various kitchen operations under the guidance and supervision of qualified trainers in the industry.

HTC520 - PASTRY AND CONFECTIONARY TECHNIQUES

This course provides students with theory, on-line and practice of advance pastry and confectionery products. Students will also learn the art of perfecting dessert presentation using marzipan, simple sugar work and chocolate decorative pieces. The theoretical part of this subject will help students to reinforce their understanding on the principles of baking, pastry and confectionery. The practical aspects will familiarize them with skills in baking techniques, preparing and assembly of decorative pieces.

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 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.

TFC501 - INTRODUCTORY FRENCH (LEVEL III)

This is a course for students to develop the strategies and skills necessary for effective oral presentations and basic 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.

SEMESTER 4**HTC540 - HOSPITALITY PROCUREMENT**

This course provides the student with a systematic approach to both the principles and practices of procurement. The content details purchasing principles, activities and functions to meet the needs of the organisation. This also includes elements of control required in the procurement process.

HTC555 - ETHNIC MALAY CUISINE

Students will be introduced to the various states and regions of ethnic Malay food. At the same time expose students to authentic ethnic Malay foods, which are popular during special occasion and festivity. The course will also provide students with fundamental concepts, skills and techniques of basic Malay traditional cooking.

HTC556 - FOOD AND SOCIETY

Modern food system has great influence on human food choice and eating behaviour. This course will examine the phenomenon from the sociological perspectives within a given context. This approach will allow students to unearth the significance relationships between people and food, which for the most part people take food for granted. Hence, students will be able to understand the relationships of food and society beyond the biological needs.

HTC560 - RESTAURANT BUSINESS OPERATIONS

This course provides a thorough understanding of the restaurant business – covers everything from the concept; types of ownership; types of restaurants; menus, planning and equipping the kitchen; purchasing; operations, budgeting, and control; food production and sanitation; organisation and staffing; training and development; service and guest relations; business and marketing plans and financing.

HTC575 - RESTAURANT PLANNING, LAYOUT AND DESIGN

This course emphasises on awareness, critical thinking and observation of the kitchen and restaurant planning and design through appreciating the design of various kitchen and restaurant types, planning design considerations, and various trends of design. Lecturers are to acquaint the students with facilities programming or Computer Aid Design (CAD) software, project feasibility, planning efficiency, space requirement, equipment selection, operations and the various professional involved and well-planned food production and service area layout.

HTF533 - FOOD SAFETY MANAGEMENT

This course introduces students to the principles of food safety and sanitation. It focuses on the important areas of food-borne 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.

SEMESTER 5

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.

HTC580 - CULINARY PRODUCT DEVELOPMENT

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 caramelization 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.

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 and integrating the technology usage and advancement in the food retailing industries.

HTC630 - ORGANISATIONAL BEHAVIOR FOR HOSPITALITY AND FOODSERVICE INDUSTRY

Organisational behaviour is a field study that specifically focuses on the impact that people have on organisational survival and effectiveness. This course provides students with a management perspective on organisational behaviour. Its aim is to provide students with an understanding of the importance of individual differences; group dynamics, work attitudes, and their antecedents and consequences at work within the hospitality business environment.

HTC645 - FOOD STYLING

The concepts, ideas, techniques, methods and problems of presenting food in an appealing manner are discussed. Topic includes buyer behaviour theory, food presentation, problem solving, understanding colour, shadow, lights, graphics and visual appeal.

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**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.

HTC652 - CULINARY INTERNSHIP

Culinary Internship provides students with 'hands-on' learning experience in food preparation in various selected hotels and high scale restaurants/high scale food production establishments. This practicum based learning course enables students to develop practical skills, relate theory to practice and to gain a sound base of industrial experience by working for a range of organisational within the culinary industry. In addition, this course seeks to develop employability skills to assist students in progressing towards a career in the culinary arts.