

朝陽科技大學 098學年度第2學期教學大綱
Food and Beverage service Management and practice 餐飲服務實務

當期課號	1560	Course Number	1560
授課教師	張几文	Instructor	Chang,Chi Wen
中文課名	餐飲服務實務	Course Name	Food and Beverage service Management and practice
開課單位	休閒事業管理系(四日)一B	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	藉由課程單元主題講授、課堂參與討論、操作演練，希望結合理論研討與實務操作，幫助同學建構餐飲管理理論基礎，與實務經營管理能力。	Objectives	through topic lecturing, case discussion and role palying to offering students insight of various of Food and Beverage Management.
教材	採互動式教學 藉由投影片與光碟教學 由教材導入實際案例解說 休閒產業成功實際案例觀摩	Teaching Materials	Adapting interactional instruction Using projector and CD instruction Case study into multi-media instructional interpretation
成績評量方式	1.期中考試 (30%) 2.專題報告 (40%) 3.課堂參與回饋與貢獻考核 (30%)	Grading	1.M-terms examinations (30%) 2.Assignment (40%) 3.Contribution to presentation (30%)
教師網頁	-		
教學內容	<p>餐飲業經營管理概念 餐飲業的分類和類型 餐飲業的特性和未來趨勢 餐廳地點的選擇 餐飲業地點選擇個案討論 餐飲業地點選擇實務操作商圈調查 餐飲業投資計畫分析 餐飲業菜單設計及成本分析 餐飲業菜單設計實務操作 餐飲服務實務操作 餐飲業營業申請法規 2010年餐飲業管理新趨勢 餐飲業的衛生風險管理 餐飲業的商品策略和行銷 餐飲業商品策略和行銷個案討論 餐飲業商品策略和行銷實務操作 餐桌服務禮節 餐飲業員工訓練與成長 專題報告 校外參訪</p>	Syllabus	<p>1 Conception of restaurant business management 2 Kinds and form of restaurants 3 Characteristics and future current of restaurants 4 Chose of restaurants area 5 Chose of restaurants area cast canvass 6 Chose of restaurants area practical manipulation and investigate into shopping district 7 Plan on investment and analysis of restaurants 8 Design menu and cost analysis of restaurants 9 Design menu and practical manipulation of restaurants 10 An application to business of restaurants 11 Hygiene risk management of restaurants 12 Marketing strategy of restaurants merchandise 13 Marketing strategy of restaurants merchandise and cast canvass 14 Marketing strategy of restaurants merchandise and practical manipulation 15 Service manners of dining table 16 Service practical manipulation of restaurants 17 Service practical manipulation of restaurants 18 discussion</p>

尊重智慧財產權，請勿非法影印。