

### Course Description

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| <b>Name of University:</b>        | Rangsit University                                                 |
| <b>School/Faculty/Department:</b> | College of Tourism and Hospitality<br>Hospitality Industry Program |

#### 1. General Information

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| <b>1. Course ID and Course title</b>                                               | ITS 241: Food and Beverage Service Management                                                                                                                                 |
| <b>2. Credit units (Number of hours per week for lecture, lab, and self-study)</b> | 3 hours (2-2-5)                                                                                                                                                               |
| <b>3. Programme and Categorization of course</b>                                   | This is a required course for Bachelor of Arts in Hospitality Industry and Bachelor of Arts in Tourism, Hospitality and Sports<br>Wednesday 13.00 – 16.50 hrs.<br>Section 120 |
| <b>4. Responsible faculty member and list of instructors</b>                       | Ajarn Nicha Chavalit<br>Room Atrium II<br>nicha.c@rsu.ac.th<br>Tel. 02 997 2200 or 02 997 2222<br>Ext.4129                                                                    |
| <b>5. Semester/Year level</b>                                                      | Semester 2/2025 for Junior                                                                                                                                                    |
| <b>6. Pre-requisite course(s) (if any)</b>                                         | None                                                                                                                                                                          |
| <b>7. Co-requisite course(s) (if any)</b>                                          | None                                                                                                                                                                          |
| <b>8. Place of study</b>                                                           | Rangsit University, Muangake Campus                                                                                                                                           |
| <b>9. Date of preparation or latest update</b>                                     | August 2025                                                                                                                                                                   |

## 2. Learning Objectives and Development Objectives

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| <p><b>1. Learning objectives</b></p> <p>1. Study the important of the structure of food and beverage servicing.</p> <p>2. Practice of responsibilities, various service patterns, as well as food and beverage, types and equipment; cross cultural communication, team-working skills and service procedures.</p>                                                                                                                                                                                    |
| <p><b>2. Objectives for course development/improvement</b></p> <p>Course development aims to prepare students to understand overview of food and beverage businesses along with staff key responsibilities, various service patterns, as well as food and beverage, types and equipment; cross cultural communication, team-working skills and service procedures with regard to the practice in both laboratory and real situations, handling guests' complaints and problem solving procedures.</p> |

## 3. Course Content and Activities

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| <b>1. Course content</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                                     |                   |
| The structure of food and beverage servicing along with staff key responsibilities, various service patterns, as well as food and beverage, types and equipment; cross cultural communication, team-working skills and service procedures with regard to the practice in both laboratory and real situations, handling guests' complaints and problem solving procedures, study of computer application for food and beverage service management, simulation practices with the use of computer programs. |                 |                                     |                   |
| <b>2. Number of hours per each semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                                     |                   |
| <b>Lecture</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Tutorial</b> | <b>Lab/Field<br/>Study/Workshop</b> | <b>Self-study</b> |
| Lecture 30 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Upon requested  | Lecture 30 hours                    | 5 hours per week  |
| <b>3. Number of hours per week for advising and academic counseling for individual students</b>                                                                                                                                                                                                                                                                                                                                                                                                           |                 |                                     |                   |
| <ul style="list-style-type: none"><li>- Students can request for academic advices prior/after classes or in class hours.</li><li>- Students can make appointment or stop by at the faculty members' offices during the specified office hours (5 hours per week).</li><li>- Students can request academic help through the website of the Department or emails of faculty members and department Facebook or Line.</li></ul>                                                                              |                 |                                     |                   |

#### 4. Learning Outcomes

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| <b>1. Morals and ethics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| The course aims to develop students' morals. Students are expected to understand ethics and codes of conducts in their real life and observe ethical, moral and honest behavior both academically and professionally in business dealings.                                                                                                                                                                                                                                                                                                                       |
| <b>1.1 Morals and ethics needed to develop</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- The students will be taught to perform ethical and honest behavior to comply with professional codes of conducts, rules and regulations of the organizations and the society.</li> <li>- The students need to practice self-disciplined, responsibilities and punctuality in attending the class and submitting assignments.</li> <li>- The students need to show respect to other's people's rights and opinions.</li> </ul>                                                                                           |
| <b>1.2 Methodology</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- A small group discussion on ethical issues in airline business in general through case discussion and analysis.</li> <li>- Class management policies: students are required to follow class policies.</li> </ul>                                                                                                                                                                                                                                                                                                        |
| <b>1.3 Assessment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Observing students behavior and class performance, attitude and manner in class.</li> <li>- Evaluating and analyzing case study with ethical and social responsibilities issues</li> </ul>                                                                                                                                                                                                                                                                                                                              |
| <b>2. Knowledge</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| The students will be able to understand the fundamental concepts of sustainable hospitality business management and moral and ethical issues then apply what they have learned in class into the real business world and economic situations.                                                                                                                                                                                                                                                                                                                    |
| <b>2.1 Expected knowledge to be gained</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>- Gain overall knowledge of airline business management: to understand the overview and the important of operation and service industry, which will be based knowledge for airline business management.</li> <li>- Apply the case study findings in airline business management to handle business problems and develop new body of knowledge.</li> <li>- Update and understand changes in professional norms, values, rules, and regulations according to social change.</li> </ul> |

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| <b>2.2 Methodology</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- Lecture and assign students to work in small groups assignment that students can apply airline business management knowledge and able to put them in practice in the real business situation.</li> <li>- Final Examination on airline business management.</li> <li>- Problem-based learning can test how well students understand the theories and can apply them in case study in question.</li> <li>- Exercise, case study analysis and presentation.</li> <li>- Individual and Group assignments</li> </ul>                                                                                                                                                   |
| <b>2.3 Assessment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Examination on theories and application related to airline business management</li> <li>- Review Exercise</li> <li>- Case study analysis and presentation.</li> <li>- A small group assignments</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>3. Intellectual Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>The students will be able to critically and logically analyze business problems on airline business management and also utilize theoretical knowledge to solve any business problems related to business.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>3.1 Intellectual skills needed to develop</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>- Critically and logically analyze business problems on airline business management.</li> <li>- Successfully find solutions to business problems.</li> <li>- Apply theories to develop effective marketing plan.</li> <li>- Come up with new and innovative ideas in utilizing theoretical knowledge to solve business problems.</li> <li>- Intellectually and professionally solve the problems.</li> <li>- Analyze and predict the expected outcomes from decision making, problems solving.</li> <li>- Initiate and develop systematic, effective, efficient working process with respect to the real situation.</li> </ul> |
| <b>3.2 Methodology</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- Lecture and case studies.</li> <li>- Review exercise and examinations.</li> <li>- Case study analysis and presentation.</li> <li>- Individual and group assignments</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <b>3.3 Assessment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Examinations on theories and application.</li> <li>- Review Exercise</li> <li>- Case study and Presentation.</li> <li>- Individual and group assignments.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>4. Interpersonal skills and responsibility</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| The students will be able to cope with changing environmental issues and continuously engage in self and professional development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>4.1 Interpersonal skills and responsibility needed to develop</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>- Identify the cause of problems and develop effective measures to deal with problems.</li> <li>- Cope with changing environment and develop efficient ethical practices</li> <li>- Be open and willing to learn and reasonably accept criticism and different opinions.</li> <li>- Work as a team to analyze and summarize political articles.</li> <li>- Be responsible for the assignment.</li> <li>- Possess good leadership and a followership with problem solving skill</li> <li>- Contribute in making effective solutions to group problems.</li> </ul> |
| <b>4.2 Methodology</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Case study analysis on different airline business management topics.</li> <li>- Discuss on current situations and applied theories to each situation.</li> <li>- Individual and group assignment:</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>4.3 Assessment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Class interaction.</li> <li>- Case study presentation and analysis.</li> <li>- Group assignment :Team work in group</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>5. Qualitative and communication skills.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| The students will be able to possess ability in acquiring and analyzing information in making business decisions. The course also develops quantitative analysis skills and ICT skills to facilitate the analysis of case study.                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>5.1 Qualitative, Quantitative, and communication skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>- Possess and able to apply appropriate quantitative skills and techniques in mathematics, statistics, to solve airline business problems.</li> <li>- Possess ability in acquiring and analyzing information in making business decisions.</li> </ul>                                                                                                                                                                                                                                                                                                            |

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| <ul style="list-style-type: none"> <li>- Possess ability in summarizing, communicating and presenting marketing information effectively.</li> <li>- Possess discretion in the use of communication and information technology in an appropriate manner.</li> </ul> |                    |
| <b>5.2</b>                                                                                                                                                                                                                                                         | <b>Methodology</b> |
| <ul style="list-style-type: none"> <li>- Self study on airline business issues from website.</li> <li>- Examinations.</li> <li>- Case study analysis and presentation.</li> <li>- Individual and group assignments</li> </ul>                                      |                    |
| <b>5.3</b>                                                                                                                                                                                                                                                         | <b>Assessment</b>  |
| <ul style="list-style-type: none"> <li>- Mid-term and final exams</li> <li>- Case study analysis and presentation.</li> <li>- Individual and group assignments</li> </ul>                                                                                          |                    |

## 5. Course Planning and Assessment

| 1. Course planning |                                                                                                                                                                                                                                                                                  |       |                                                              |             |
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| Week               | Topics/Details                                                                                                                                                                                                                                                                   | Hours | Learning Activities/Media                                    | Instructor  |
| 1                  | <ul style="list-style-type: none"> <li>❖ Introduction to this course</li> <li>❖ Introduction to online classroom</li> <li>❖ Introduction to food and beverage management and operations</li> </ul>                                                                               | 3     | Lecture<br>Discussion /<br>PowerPoint<br>Examples            | Ajarn Nicha |
| 2                  | <b>CH 1 : The Food Service Industry</b> <ul style="list-style-type: none"> <li>❖ Sectors of the food service industry</li> <li>❖ Food and beverage operations</li> <li>❖ The meal experience</li> <li>❖ Customer service</li> <li>❖ Food and beverage service methods</li> </ul> | 3     | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case study | Ajarn Nicha |
| 3                  | <b>CH 2 : Staff Attributes Skill and Knowledge</b> <ul style="list-style-type: none"> <li>❖ Success in food and beverage service</li> <li>❖ Attributes in food and beverage</li> </ul>                                                                                           | 3     | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case study | Ajarn Nicha |

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|   | service personnel<br>❖ Key service conventions<br>❖ Essential technical skills<br>❖ Interpersonal skills<br>❖ Health, safety and security                                                                                                                                                                                                                                |   |                                                              |             |
| 4 | <b>CH 3 : Food and Beverage Service Areas and Equipment</b><br>❖ Design and purchasing factors<br>❖ Stillroom<br>❖ Hotplate<br>❖ Wash-up<br>❖ Color and lighting consideration<br>❖ Bar<br>❖ Furniture<br>❖ Linen<br>❖ Crockery<br>❖ Tableware (flatware, cutlery and hollow-ware)<br>❖ Glassware<br>❖ Disposables<br>❖ Automatic vending                                | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case study | Ajarn Nicha |
| 5 | <b>CH 4 : The menu, menu knowledge and accompaniment</b><br>❖ Purpose of the menu<br>❖ Classic menu sequence<br>❖ Classes of menu<br>❖ Menu development<br>❖ Menu and service knowledge<br>❖ Hors d'oeuvres and other appetizers<br>❖ Soups<br>❖ Egg dishes<br>❖ Pasta and rice dishes<br>❖ Fish dishes<br>❖ Meats, poultry and game<br>❖ Potatoes, vegetable and salads | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case study | Ajarn Nicha |

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|   | <ul style="list-style-type: none"> <li>❖ Cheese</li> <li>❖ Sweets</li> <li>❖ Savouries</li> <li>❖ Dessert</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |                                                                                         |             |
| 6 | <b>CH 5 : Beverage – Non-Alcoholic and Alcoholic</b> <ul style="list-style-type: none"> <li>❖ Tea</li> <li>❖ Coffee</li> <li>❖ Chocolate</li> <li>❖ Other stillroom beverages</li> <li>❖ Checking and cleaning beverage making equipment</li> <li>❖ Non-alcoholic bar beverages (soft drink)</li> <li>❖ Wine and drinks lists</li> <li>❖ Cocktail and mixed drinks</li> <li>❖ Bitters</li> <li>❖ Wine</li> <li>❖ Spirits</li> <li>❖ Liqueurs</li> <li>❖ Beer</li> <li>❖ Cider and perry</li> <li>❖ Tasting technique</li> <li>❖ Matching food with wine and other drinks</li> <li>❖ Safe, sensible drinks</li> </ul> | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/ Case<br>study/ Practice/<br>workshop | Ajarn Nicha |
| 7 | <b>Table Manner</b><br><b>Midterm Exam</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3 | Lecture<br>Discussion/<br>Examples/Case<br>study/ Practice/<br>Brain storming/<br>Exam  | Ajarn Nicha |
| 8 | <b>CH 6: The Service Sequence (Table Service)</b> <ul style="list-style-type: none"> <li>❖ Taking booking</li> <li>❖ Preparation for service</li> <li>❖ Taking customer food and beverage</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                 | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case<br>study/ Practice               | Ajarn Nicha |



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|    | orders <ul style="list-style-type: none"> <li>❖ The order of service</li> <li>❖ Silver service and service enhancements</li> <li>❖ Service of alcoholic beverages</li> <li>❖ Clearing during service</li> <li>❖ Clearing following service</li> </ul>                                                       |   |                                                                                        |             |
| 9  | <b>CH 7: The Service Sequence (Self-Service, Assisted Service and Single Point Service)</b> <ul style="list-style-type: none"> <li>❖ Service methods</li> <li>❖ Preparation for service</li> <li>❖ The order of service</li> <li>❖ Clearing during service</li> <li>❖ Clearing following service</li> </ul> | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case<br>study/ Practice/<br>workshop | Ajarn Nicha |
| 10 | <b>CH 8: The Service of Breakfast and Afternoon Tea</b> <ul style="list-style-type: none"> <li>❖ Breakfast service</li> <li>❖ Afternoon tea service</li> </ul>                                                                                                                                              | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case<br>study/ Practice/<br>workshop | Ajarn Nicha |
| 11 | <b>CH 9: Specialized Forms of Services</b> <ul style="list-style-type: none"> <li>❖ Service in situ</li> <li>❖ Floor/room service</li> <li>❖ Lounge service</li> <li>❖ Hospital tray service</li> <li>❖ Home delivery</li> <li>❖ Airline tray service</li> <li>❖ Rail service</li> </ul>                    | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case<br>study/ Practice/<br>workshop | Ajarn Nicha |
| 12 | <b>CH 10: Enhanced Service Techniques</b> <ul style="list-style-type: none"> <li>❖ Guéridon service</li> <li>❖ Introduction to carving, jointing and filleting</li> <li>❖ Flambé lamps, suzette pan and hotplates</li> </ul>                                                                                | 3 | Lecture<br>Discussion/<br>PowerPoint<br>Examples/Case<br>study/ Practice/<br>workshop  | Ajarn Nicha |

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|                          | <ul style="list-style-type: none"> <li>❖ Hor d'oeuvres and other starters</li> <li>❖ Salads and dressings</li> <li>❖ Soups</li> <li>❖ Hot fish dishes</li> <li>❖ Stakes and meat dishes</li> <li>❖ Meat joints</li> <li>❖ Poultry and game</li> <li>❖ Sweet dishes</li> <li>❖ Fresh fruit</li> </ul>                                                                                                     |   |                                                                                                     |             |
| 13                       | <b>CH 11: Events</b> <ul style="list-style-type: none"> <li>❖ Types of events</li> <li>❖ Event service staff roles</li> <li>❖ Event administration</li> <li>❖ Event organization</li> <li>❖ Weddings</li> <li>❖ Out-door catering (off-premise catering)</li> </ul>                                                                                                                                      | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/Case<br>study/ Practice/<br>workshop              | Ajarn Nicha |
|                          | <b>CH 12: Supervisory Aspects of Food and Beverage Service</b> <ul style="list-style-type: none"> <li>❖ Legal consideration</li> <li>❖ Sales promotion</li> <li>❖ Customer relations</li> <li>❖ Staffing level, staff organization and training</li> <li>❖ Food and beverage pricing</li> <li>❖ Food and beverage revenue control</li> <li>❖ Beverage control</li> <li>❖ Performance measures</li> </ul> | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/<br>Exercise/Case<br>study/ Practice/<br>workshop | Ajarn Nicha |
| 15                       | <b>Final Project</b><br><b>Presentation by student</b><br><b>Review</b>                                                                                                                                                                                                                                                                                                                                  | 3 | Lecture<br>Discussion /<br>PowerPoint<br>Examples/<br>Practice/<br>workshop                         | Ajarn Nicha |
| <b>Final Examination</b> |                                                                                                                                                                                                                                                                                                                                                                                                          |   |                                                                                                     |             |

| 2. Assessment |                                                                                                                                       |                                    |                   |                  |
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| Activity      | Learning Outcome                                                                                                                      | Assessment Method                  | Assessment Week   | Marks Allocation |
| 1             | 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 5.1, 5.2, 5.3, 5.4                                                   | Midterm Examination                | Class meeting #7  | 20%              |
|               |                                                                                                                                       | Final Examination                  | Class Meeting #16 | 40%              |
| 2             | 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4 | Individual & Group Assignment      | Entire semester   | 30%              |
| 3             | 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4 | Class Attendance and Participation | Entire semester   | 10%              |

## 6. Course Resources

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| 1. | <b>Required text books and readings</b><br>Handout: ITS 241: Food and Beverage Service Management                                                                 |
| 2. | <b>Supplementary reading list/references</b><br>Cousin, C., Lillicrap, D. and Weekes, S. (2017). <b>Food and Beverage Services</b> .<br>Hodder Education: London. |
| 3. | <b>Recommended reading list/references</b><br>- None                                                                                                              |

## 7. Course Feedback and Improvement

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| <b>1. Course evaluation by students</b>                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Discussion with students</li> <li>- End-semester questionnaire</li> <li>- Class evaluation</li> <li>- Question and answer session in class</li> </ul>             |
| <b>2. Other methods of course evaluation</b>                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Discussion with experts</li> </ul>                                                                                                                                |
| <b>3. Course development and improvement</b>                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Research</li> <li>- Seminars</li> <li>- Course workshop and meeting</li> <li>- Course mentor</li> <li>- Class observation</li> <li>- Knowledge sharing</li> </ul> |
| <b>4. Quality assurance of the course</b>                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Internal committee</li> <li>- External committee</li> <li>- Internal quality assurance</li> <li>- External quality assurance</li> </ul>                           |
| <b>5. Course revision and development plan</b>                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Major revision every 5 years</li> <li>- Minor revision where appropriate</li> </ul>                                                                               |