

BBA Program
Faculty of Management Sciences
Prince of Songkla University
Semester 2, 2020
472-281 Special Topic I (Food Business)

Timetable: Friday 13:00-17:00

Classroom: Online class via Zoom

Number of Hours: 30 hours

Office Hours: Monday – Wednesday 10:30 - 15:00 hrs **Room** G220 / BBA Office

Email: thamonwan.d@psu.ac.th

Course Description:

Food additives; food photography; food container and packaging; food preservation; food processing; food allergies; food culture; food sales presentation; food safety; beverage

Course Objectives

1. Students will be able to identify food additives and their functions.
2. Students will be able to understand the impact of the danger of food allergies.
3. Students will be able to present food ideas and dishes for selling purpose.
4. Students will be able to choose appropriate packaging and container.

Course Outline

Week	Contents	Activities
1	Course Introduction Food additives	<ul style="list-style-type: none">● Lecture● Group activity
2	Common methods in food processing	<ul style="list-style-type: none">● Lecture● Group activity
3	Food preservation	<ul style="list-style-type: none">● Lecture● Group activity

4	International food from all over the world Cultural dish: special dish for special occasion	<ul style="list-style-type: none"> ● Presentation
5	Food photography	<ul style="list-style-type: none"> ● Lecture by guest speaker ● Class discussion
6	Packaging containers	<ul style="list-style-type: none"> ● Lecture ● Class discussion
7	Case studies of mild and severe food allergies	<ul style="list-style-type: none"> ● Lecture ● Group activity ● Class discussion
8	Food safety and hygiene	<ul style="list-style-type: none"> ● Lecture
9	Quiz	<ul style="list-style-type: none"> ● Quiz
10	Dessert ideas and recipes presentation	<ul style="list-style-type: none"> ● Group presentation ● Class discussion
11	Dessert cooking class and price setting	<ul style="list-style-type: none"> ● Class discussion ● Kitchen practice
12	Beverage: smoothies and mocktails	<ul style="list-style-type: none"> ● Lecture by guest speaker ● Class discussion
13	Selected dish cooking and price setting	<ul style="list-style-type: none"> ● Lecture ● Kitchen practice
14	Market testing	<ul style="list-style-type: none"> ● Market testing
15	Reflective presentation	<ul style="list-style-type: none"> ● Presentation

Class Assessment

- Attendance and participation 15%
- Assignment and in-class activities 45%
- Quiz 15%
- Reflective presentation 25%

Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	≥80	75-79	70-74	65-69	60-64	55-59	50-54	≤ 49