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1. BACHELOR IN F&B MANAGEMENT STUDY PLAN

1.1 BACHELOR PROGRAM CONTENT FOR FIRST YEAR

1.1.1 SEMESTER 1

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Kitchen Production I					50%
Commissary & Knife Skills	1101	Practical	60	2	
Fundamentals in Cooking Methods	1102	Practical	60	2	
Bakery	1103	Practical	60	2	
Dessert & Pastry Making	1104	Practical	60	2	
Food & Beverage Service I					
Beverage Science & Lounge Service	1111	Practical	30	1	
Stewarding & Hygiene	1112	Practical	30	1	
Food & Beverage – Theory I					
Food Safety & Nutrition	1121	Theory	30	2	
Introduction to F&B Management	1122	Theory	30	2	
Communication & Business Tools I					
Applied English I	1131	Theory	45	3	
Or					
Foreign Language I	1132	Theory	45		
Computer Application I	1133	Theory	30	2	
International Business Protocol	1134	Theory	30	2	
Mathematics for Hospitality	1135	Theory	30	2	
Total Hours			495	23	

PROGRAM CONTENT

1.1.2 SEMESTER 2

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Kitchen Production II					50%
Individual Cooking	1201	Practical	60	2	
Cooking in Restaurant Operation	1202	Practical	60	2	
Food & Beverage Service II					
F&B Service Techniques in Restaurant Operation	1212	Practical	60	2	
F&B Service Techniques in Fine Dining	1211	Practical	60	2	
Food & Beverage – Theory II					
F&B – Purchasing & Cost Control	1221	Theory	45	3	
Recipe Development & Menu Analysis	1222	Theory	30	2	
Room Division – Theory & Practice					
Room Division I – Front Office	1241	Practical	30	1	
Room Division I – Housekeeping	1242	Practical	30	1	
Room Division I – Laundry & Public Areas	1243	Practical	30	1	
Communication & Business Tools II					
Applied English II	1231	Theory	45	3	
Or					
Foreign Language II	1232	Theory	45		
Computer Application II	1233	Theory	30	2	
Human Behaviour & Performance in the Workplace	1234	Theory	30	2	
Total Hours			510	23	

1.2. BACHELOR PROGRAM CONTENT FOR SECOND YEAR

1.2.1 SEMESTER 3 (INTERNSHIP)

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Industry Internship	2301	Practical	800	6	Pass/ Fail
Total Hours			800	6	

PROGRAM CONTENT

1.2.2 SEMESTER 4

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Foundation of F&B Management					50%
Direct Selling & Customer Service in F&B	2451	Theory	30	2	
F&B Event Management & Operation	2452	Practical	90	3	
Principle of Marketing	2453	Theory	45	3	
Quality Management	2454	Theory	45	3	
Communication & Business Tools III					
Academic Writing	2431	Theory	45	3	
Accounting – Uniform System of Accounting	2433	Theory	45	3	
Ethics & Law	2434	Theory	30	2	
Micro-economics	2435	Theory	45	3	
Total Hours			375	22	

1.3 BACHELOR PROGRAM CONTENT FOR THIRD YEAR

1.3.1 SEMESTER 5

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Applied F&B Management					50%
Facilities Management	3551	Theory	30	2	
Managerial Accounting in Hospitality	3552	Theory	45	3	
Room Division II – Property Management System	3553	Theory	30	2	
Communication & Business Tools IV					
Career Management	3531	Theory	45	3	
E-Marketing	3532	Theory	30	2	
Macroeconomics	3533	Theory	45	3	
Specialization Electives I					
1. Mice & Event Management	3571	Theory	45	3	
2. Tourism & Travel Business Management	3572	Theory			
Total Hours			270	18	

PROGRAM CONTENT

1.3.2 SEMESTER 6 (INTERNSHIP)

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Industry Internship	3601	Practical	800	6	Pass/ Fail
Total Hours			800	6	

1.4 BACHELOR PROGRAM CONTENT FOR FOURTH YEAR

1.4.1 SEMESTER 7

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Integrated Business Analysis & Management I					50%
Statistics	4781	Theory	30	2	
Revenue Management	4782	Theory	30	2	
Project Management	4783	Theory	45	3	
Or					
Research Methods	4784	Theory	45	3	
Marketing in F&B	4785	Theory	45		
Financial Analysis in F&B	4786	Theory	45		
Specialization Electives II			90	6	
1. Trends in F&B Franchising	4771	Theory	45	3	
2. Design & Financing New Touristic Products	4772	Theory			
3. Leadership & Professional Development	4773	Theory			
4. Luxury Brand Management in Hospitality	4774	Theory			
Total Hours			285	19	

PROGRAM CONTENT

1.4.2 SEMESTER 8

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Integrated F&B Management					50%
Developing Entrepreneurial Projects	4851	Theory	30	2	
Innovation Management	4852	Theory	30	2	
Sustainable Development of Businesses in F&B	4853	Theory	30	2	
Integrated Business Analysis & Management					
Crisis & Security Management	4881	Theory	30	2	
Corporate Strategy	4882	Theory	45	3	
Talent Management	4883	Theory	30	2	
Integrated Project (9 weeks)					
F&B Student Business Project	4891	Project	60	2	
Total Hours			255	15	

1.5 COURSE DESCRIPTION

1.5.1 Semester 1

1.5.1.1 (1101) Commissary and Knife Skills

“Keep your knives sharp and join the commissary kitchen!”

The commissary kitchen prepares you to build all the essentials of becoming a future chef. You will develop skills whether it's following proper hygiene, energy conservation or wastage prevention. You will learn how to deal with knives and raw material to give a final product which will be used by other outlets like a la carte restaurants or for classical banquet production. Working with a variety of fruits, vegetables, proteins and understanding the structure and anatomy of different proteins will build your solid knowledge. The kitchen working environment will provide you with the opportunity to learn the proper use of knives and safety tips along with maintenance of kitchen equipment's. The practical class activities will foster skills in planning, prioritizing and time management. At the same time, you will learn to respect procedures and tasks. You will be encouraged to develop your sense of responsibility and teamwork. The theoretical knowledge learned is based on industry-relevant requirements and will assist you in selecting and combining ingredients correctly.

1.5.1.2 (1102) Fundamentals in Cooking Methods

In the childhood memories of every good cook, there's a large kitchen, a warm stove, a simmering pot and a chef with a long hat.

Success has no finish line; your journey of mastering culinary arts starts here! This course is the foundation of culinary arts. It will prepare you for the food service industry, with knowledgeable experienced facilitator, and it will offer you the opportunity to work hands on with many different raw ingredients. Moreover, this course is designed to help you develop your skills in basic French cooking methods applying standards, hygiene, energy conservation and wastage control. This is your opportunity to learn how to produce quality foods in an effective and efficient manner. You will also be exposed to main systems of food production from modern free-flow concept to Ala Carte, fast food and classical banquet production. At this level, the kitchen working environment will introduce you to the proper use and preventive maintenance of working place and kitchen equipment.

This course consists of two parts: a theoretical part which will prepare you for industry-relevant needs, and the practical hands on will develop your skills in planning, prioritizing, and time management.

1.5.1.3 (1103) Bakery

Bakery industry is growing on demand in the food service. Bakers are becoming pioneers in leading innovations.

This course is designed for happiness where master pieces of bakery will be created, starting with the aromatic bread, moving to the milky smell of the baked Croissants, Danishes, Puff Pastries and Swirls that will fill up your heart with joy.

Today, you will be the artist of the always admired breads, cookies, muffins.

The facilitator of the course will guide you through 6 years of experience where you will go through a unique journey, where you will learn scaling, kneading, baking, slicing, mixing, temperature and using bakery machines until you arrive to the most tempting part which is the tasting.

1.5.1.4 (1104) Dessert & Pastry Making

Since childhood, desserts have always occupied the biggest part of our hearts.

During this course, you will recognize the ingredients that are used in pastry and understand the functions of it and be able to make international dessert, macrons, nice cakes, and plated dessert that can be served in fine dining restaurants and banquet events with a Pastry Instructor who spent

more than 15 years in five- star hotels, pastry shops, restaurants, outside catering, ice cream and gelato shops, and private pastry business.

Pastry industry is growing on demand in the food service. Pastry Chefs are becoming pioneers in leading innovations, and that's why this course is designed to develop your skills and mastering the pastry operations, where you will learn scaling, mixing, folding, colouring, storing, slicing and using pastry machines.

1.5.1.5 (1111) Beverage Science & Lounge Service

"Yesterday I was clever, so I changed the world. Today I am wise, so I am changing myself." – Rumi

The world of science is a whirlpool of knowledge. The more you increase your curiosity, the deeper you go. The more you learn, the faster you whirl. The course is designed to create the foundation of many aspects of the beverage world by analyzing and breaking down the relationship between the theoretical know how and practical application to have a better understanding of physical and chemical reactions occurring on a daily basis. Beverage science involves natural evolution of products such as fermentation, distillation and how both works together through sugars and alcohol. The course will widen the student's perspective on the art of pairing beverages with food, through relating the theoretical knowledge with practical application with the guidance of an experienced beverage specialists and a facilitator with years of experience in the field.

1.5.1.6 (1112) Stewarding & Hygiene

As a future food and beverage managers and chefs, one should cover all the positions and start from the basics, by cleaning. What defines a clean kitchen? How clean should an outlet be? How does the dishwasher machine work? And what is the proper way to clean and store equipment? In this course, the student will develop skills in selecting cleaning equipment and materials to work effectively, as well as a hands-on operation in the cleaning science lab where they will understand the back of house operation in details and the importance of the stewarding department. The correct use and proper organization of machine and manual washing will be evaluated. Furthermore, the students will master the fundamentals in setting up the operation before, during and after the event is done in a hassle-free form.

1.5.1.7 (1121) Food Safety & Nutrition

“The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent diseases with nutrition” - Thomas Edison.

Food science is important to maintain health, prevent disorders and/or eliminate different diseases. This course is designed to help chefs and F&B Leaders understand the basic nutritional guidelines, recognize food groups and sources, while developing an appreciation for their role in Culinary Arts.

A qualified learning facilitator holding a Master’s degree in Human Nutrition and Dietetics with several years of experience working in the field will guide students throughout the course. The facilitator will help the students to understand and identify all the food safety risks and hazards throughout the food flow chain from farm to fork, and to provide knowledge of safe practices needed in the upcoming semesters and the near future. The students will be familiar with different operation types and the suitable food safety system for each type. In addition, they will be able to define suitable prevention measures and corrective actions to minimize the hazards in the food production process.

The course material will be facilitated using different learning methodologies such as lecturing, group work and assignments. The assessment method will be according to RACA regulations as detailed in the course assessment section.

Moreover, the course will present food items and the practices of handling food to students from a different perspective that will raise their awareness of the significant role of “Food safety and Nutrition” to be an outstanding market leader.

1.5.1.8 (1122) Introduction to F&B Management

“True hospitality consists of giving the best of yourself to your guests” - Eleanor Roosevelt.

This course is designed to introduce passionate future industry leaders to the exciting world of Food and Beverage Management by exploring various concepts; such as, the role of the F&B department in the Hospitality industry, the main responsibilities of this department and the challenges associated to it, while providing students with a solid base to their educational journey in Food and Beverage Management.

Throughout the course, you will develop an appreciation of how extraordinary meal experiences are created through an exceptional set of standards related to menu choices, level of service, price-value relationship and unique setting design.

Students will also explore the most important financial aspects of running a Food and Beverage operation while getting an insight into basic principles of Supply Chain Management and acquiring a broader understanding of the Food and Beverage service methods most commonly used in the industry.

This course highlights one of the core values of Royal Academy of Culinary Arts which is 'Life-long Learning' that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to future courses in their journey. With the guidance of a hospitality industry expert facilitator, students will get the chance to practice and apply what they have learnt through a real F&B analysis project.

1.5.1.9 (1131) Applied English I

Speaking English is a necessity in the global culinary career and Food and Beverage Management Industry. Learning English will navigate you to different cultures, cuisines, books...etc. which will gradually build you a bright, blooming career with solid knowledge. For example, imagine yourself talking to a receptionist at a hotel in a German speaking country when you do not speak German! You definitely need a bridge language to communicate, which is most of the time "English".

Applied English I course will focus on the four main communication skills; namely, listening, speaking, reading, and writing. First, it will offer an opportunity to improve your listening skills by listening to various interesting TOEFL and IELTS audios with the aim to enrich your vocabulary bank and enhance your English language comprehension. Second, no matter where you choose to live, travel, or work, you will always need to communicate verbally in English with people; therefore, being competent in speaking skills is essential in this Hospitality industry. Hence, this course is designed to meet the need to practice speaking by conducting class discussions and conversation classes about various topics. Third, believing that reading is "the food of the soul," this course will enhance your reading skills by introducing you to the main reading comprehension techniques that will make you perceive any educational language material as a piece of cake. Finally, grammar and structure are given ultimate attention throughout the course, moving from building up proper sentences into writing well-structured paragraphs. Learning English will open you a lot of opportunities, you might be an international food blogger or a cookbook author one day!

After all, being equipped with these four language skills will be one of the major factors to open you some well-paid opportunities in different regions and international markets around the world.

1.5.1.10 (1133) Computer Application

Being part of the Hospitality industry means that you have to be up to date with new trends including the most important factor which interferes everyone's life nowadays: technology!

In order to present your ideas, write your recipes, design and calculate your menu, you will always need Microsoft Office Applications.

Computer Application I will focus on two Microsoft Applications: Microsoft Word and Microsoft PowerPoint. You will be given an overview of the different features of Microsoft Word, including typing, formatting, editing, document spacing, margins, page numbering and saving a document, etc. Also, you will learn to use Microsoft Word to produce professional-looking documents. On the other hand, Microsoft PowerPoint aims to provide you with the essential skills needed to create, edit, and present professional-looking presentations using text, tables, diagrams, charts and pictures.

Those two applications are expected to give students a foundation level of competence in mastering standard computer applications. Using computers, students will master the applications and systems upkeep of Microsoft Office Professional 2016. Upon successful completion, you will be competent using the functions and features in Microsoft Word and PowerPoint; you will be able to create Word documents and PowerPoint presentations effectively.

1.5.1.11 (1134) International Business Protocol

Anyone can do business; however, only professionals can stand out in the crowd! This International Business Protocol will take you on the ladder of professionalism step by step, starting from boosting your personal presence to enhancing your interpersonal and intercultural communication in business.

Believing that first impressions usually last in business, this course will not only provide you with the theoretical tips of making good first impressions, but also will give you the chance to demonstrate proper business grooming standards and dress code, greetings, and introductions through role-playing activities. After ensuring making a good first impression, communication skills come to the scene! In the hospitality industry, one can't deny the big role both verbal and non-verbal communication play in building and maintaining good intercultural, social, and professional relationships with others. Therefore, the course will arm you with the international protocols needed for taking calls, writing emails and instant messages to have smooth communication in university or in the workplace. Moreover, as non-verbal signals form 55% of our daily

communication, interactive & group work activities were designed to help you read and use body language consciously to avoid miscommunication or misunderstanding. The last part of this course will shed light on business presentations where you will be provided with the skills you need to plan, design, and deliver any idea in a structured manner. To achieve this, you will be given a chance to deliver individual presentations followed by detailed constructive feedback.

By practicing all the above-mentioned protocols, you will be expected to reach a high step on the ladder of professionalism and to represent yourself, RACA, and your future career in the best way possible. All what you need is an open mind to different cultures, dedication to self-improvement, and a will to change!

1.5.1.12 (1135) Mathematics for Hospitality

This course is designed to equip students in both food and beverage management and culinary arts with essential numerical skills required by the food and beverage industry. The course content includes percentages, ratios, weight/volume conversions between the American and metric systems, recipe costs, algebra, shopping for kitchen, labor cost, tax and social security, employee payroll, income statement, and inventory management. This course also covers the learning outcomes, skills and knowledge required to help the students in developing both problem-solving and decision-making skills that lead to broaden critical skills by using a range of calculation methods and techniques in Mathematics.

1.5.2 Semester 2

1.5.2.1 (1201) Individual Cooking

“We don’t copy paste we create; this is the art behind fine dining”.

Experience the world of fine dining and plating techniques that have been waiting for you. Cooking and plating alone are any chef’s dream. Experience the real endurance and techniques that the kitchen will hold. It is a lifestyle in the individual kitchen at RACA. You will now be applying, demonstrating and executing all the theoretical and practical knowledge that was taken in the first semester. The student will be dealing and preparing action plans, shopping lists, cooking all recipes given for the daily Banquet functions to produce a spectacular dish and show their abilities in knife skills and basic cooking methods which will open the opportunities to make you one step closer to your career in the near future.

1.5.2.2 (1202) Cooking in Restaurant Operation

A chef must think like a scientist, arrange like an accountant, plate like an artist, and cook like a grandmother.”

Welcome to the real world of cooking at the Top Restaurant! International and national buffets, Ala Carte menus, quick service recipes, and different cuisine stations will be prepared during this course. You will be able to apply all the theoretical and practical knowledge that was taken in the first semester, you will create menus, action plans for the day and shopping lists using a wide variety of ingredients and products from all over the world.

Live cooking, interacting with guests, showing new cooking skills will transfer the self-confidence of yourself to the next level.

Pre-preparation, preparation and creating menus through the semester will open the opportunities to shine individually and show your abilities to work in groups.

1.5.2.3 (1212) F&B Service Techniques in Restaurant Operation

“You cannot teach culture; you have to live it and experience it. You have to share it; you have to show it”. Brent Harris

Rule number one for creating a service culture or any culture for that matter is this; it starts at the top. It starts in the head and the heart of the leader and is passed on from one team member to the next. There is no other way it can happen. You might ask why I should take a service course if I am going to be a Chef, in order to escalate in the industry, you have to know all the ins and outs of it. So, this course is designed in order for you to have the fundamental service techniques. The Course is designed to teach the fundamental principles of table and restaurant service. Say goodbye to the old service trends and welcome to the new school of service where you will be taught about all the new trends and service techniques. Demonstrations, simulation and practical activities performed by the students will familiarize them with different aspects of service techniques. The course walks the students through the dining experience before, during and after the guest arrives and initiating service by using technical skills and displaying the energy, passion and commitment the waiter should have. In addition to the capability to operate a POS system and creating Cocktails.

1.5.2.4 (1211) F&B Service Techniques in Fine Dining

“We are what we repeatedly do. Excellence, then, is not an act, but a habit” – Aristotle

The service in hospitality industry is coming up with new food and beverage concepts every day. The expectations levels are on a rise. Being seated while waiting for food to be served is no longer exciting; guests want to be entertained. A great meal comes with great service, and there is not a greater joy than a satisfied guest. Proper servers, polished cutlery and glasses, and perfect ambiance at the banquet restaurant, take the guest through a unique dining journey, from appetizer to dessert. Every expectation in a fine dining restaurant, you will find at the banquet restaurant. At the banquet, the students will be offered foundation-level skills and knowledge of the food and beverage operation in fine dining restaurants. Demonstrations, simulations and practical activities performed by the students will familiarize them with aspects of modern and classical service techniques. Not only to develop technical skills but also develop the interpersonal and professional skills in a real work environment.

1.5.2.5 (1221) F&B Purchasing & Cost Control

“Really? Equations and numbers again?!”

Being a chef is not just about exceeding guest’s expectations through food and beverage, it is managing and leading an operation of the sustainable standard with the high quality of ingredients and prices to match. Do I order the salmon whole? Do I order the chicken de-boned and cleaned? Does it really matter if it’s whole or fabricated? How much of a difference it can make in the recipe? Well, all the answers that you seek lay within a successful chef/purchasing manager. Breaking down and analysing ingredients according to yield is key to a consistent ever-growing business. Now, numbers and equations are not out of context. Purchasing provides the student with the fundamental principles of how an operation is managed through receiving, storing, stocks and food and beverage costs.

1.5.2.6 (1222) Recipe Development & Menu Analysis

“In hospitality there is respect, in kitchen there is heat, in service there is etiquette and in menus there are all”.

This course is designed to guide passionate future chefs through the process of menu writing and development using the knowledge and skills they will acquire. Students will be able to expand their understating of the different kinds of menus used in the industry and various factors involved in menu creation.

Throughout the course, students will develop an appreciation of how outstanding menus emerge from exceptional recipes carefully created and developed using the correct techniques. This course will also raise awareness of the importance of standardized recipes in waste and cost control management.

Students will acquire a broader understanding of the competition, target market, consumer and market trends with their influence on menu and recipe development. The course will provide an introduction to the menu costing process and how to apply it by learning and practicing the proper measures.

This course highlights the core values of the Royal Academy of Culinary Arts which is “Life-long Learning” that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to future-application in their journey. With the guidance of a hospitality industry expert facilitator, students will get the chance to practice and apply what they have learnt through a real menu creation project.

1.5.2.7 (1241) Room Division I – Front Office

‘A good leader leads from the front. Don’t get stuck in the office. Get out, meet people and listen to their stories.’ – Richard Branson.

This course is designed to introduce future leaders to front office world as it is the “Nerve Center” for any hotel by exploring various concepts; such as the role of rooms department and its products and services, the different functions in a front office department and their responsibilities, identify the moments of truth in the guest cycle, compare computerized networks in the hospitality industry emphasizing on rooms division operations.

Throughout the course, students will be able to explain the importance of the front office department and the connection between the front office department and the rest of the departments within the hotel.

Students will also discover the practical side of the course through hands-on experience of practicing a check-in and check-out process to be able to achieve the best first impression and last impression to guests throughout a memorable journey starting from the guest reservation process. This course highlights one of the core values of Royal Academy of Culinary Arts which is ‘Life-long Learning’ that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to

future courses in their journey. With the guidance of a hospitality industry expert facilitator, who brings several years of room division experience in five-star hotels.

1.5.2.8 (1242) Room Division I – Housekeeping

‘Hospitality starts with cleanliness, be sure to start to make it a beautiful place where anyone can feel content’. – Shoukei Matsumoto.

This course is designed to introduce future leaders to Housekeeping world, the aim of all accommodation establishments is to provide their guests with clean, attractive, comfortable and welcoming surroundings.

For the students to accomplish the course, they need to go through several topics such as; explaining the role and the importance of the housekeeping department in any hospitality and restaurant operation from both the customer and the management point of view, identifying the responsibilities of the various roles in a housekeeping department, gaining an insight on the standard operating procedures linked to the cleaning and maintenance of rooms, machines, and equipment.

Throughout the course, students will explore the main features of a guest room including the room status such as; (vacant, occupied, due out, due in) and others which create the connection between front office department and housekeeping department.

This course highlights one of the core values of the Royal Academy of Culinary Arts, which is ‘Excellence’ that brings to mind how the housekeeping department takes pride in keeping the hotel clean and comfortable, so as to create a ‘home away from home’.

1.5.2.9 (1243) Room Division I – Laundry & Public Areas

The term ‘laundry’ can be defined as a place where the washing and finishing of clothes and other washable articles are carried out.

The laundry department has always been one of the main contributors to the creation of a positive image for both employees and facilities of any hospitality institution. Exceptional leaders are ones who are knowledgeable of all the different areas that influence the flow and quality of their operation. As future Food and Beverage and Culinary leaders, this course will explain an important part of your on-going journey in the hospitality industry.

After completing this course, students will be able to understand the types of laundries and purpose of having a laundry department in a hotel, also to list the various roles of the laundry department including the linen exchange procedure for guestrooms and F&B areas, as well as the

operation of laundries from collection to the finishing of linens. Regarding the practical part of the course, students will have the opportunity to visit a hotel to explore the sections of a laundry department and the personnel needed to run the operation as well as to get familiar with the machines used in laundry departments in the industry.

This course highlights one of the core values of Royal Academy of Culinary Arts which is 'Excellence' that emphasizes the importance of appreciating the impact of the laundry department on the overall success of any operation, with the guidance of an experienced hospitality industry facilitator who brings several years of room division experience in five-star hotels.

1.5.2.10 (1231) Applied English II

Speaking English is a necessity in the global culinary career and Food and Beverage Management Industry, and learning English language will gradually build you a bright, blooming career with solid knowledge. Therefore, being competent in English language can only be achieved by putting the language into practice. For example, imagine yourself as a food critic, with very good knowledge, who is required to write a report about a certain restaurant in English language, then you need to employ the four skills; explicitly, by listening to comments, reading notes, speaking out concerns, and specifically writing feedback in order to structure and document your report.

Applied English II course will focus on the four main communication skills; namely, listening, speaking, reading, and writing. First, it will offer an opportunity to improve your listening skills by listening to various interesting audios about the Hospitality industry with the aim to enrich your specialized vocabulary bank in the field and enhance your English language comprehension. Second, since English is the language that is used internationally, you will always need to communicate verbally in English with people; therefore, being competent in speaking skills is essential in this Hospitality industry. Hence, this course is designed to meet the need to practice speaking by conducting class discussions and debates about various topics. Third, this course will enable you to employ the main reading comprehension techniques on any educational language material. Finally, technical writing was selected over the years as one of the best skills that employees must acquire when it comes to writing skills. Besides, it will prepare you for the type of professional communication you are likely to engage in during your college, first post-college jobs, and beyond. Technical communication—the presentation of specialized information in an accessible way to a variety of diverse audiences who will expect clarity, accuracy, and professionalism from you, is what this course focuses on. Indeed, it will focus on the process of

writing, starting from employing the knowledge in writing correct sentence structures to essay writing where you research or create documents based on real world situations.

After all, having these four language abilities can help you gain access to well-paying jobs in a variety of areas and international marketplaces throughout the world. Remember, practice makes perfect!

1.5.2.11 (1233) Computer Application II

Being part of the Hospitality industry means that you have to be up-to-date with new trends including the most important factor which interferes everyone's life nowadays: technology!

In order to present your ideas, write your recipes, design and calculate your menu, you will always need Microsoft Office Applications.

Computer Application II will focus on two Microsoft Applications: Microsoft Excel and Microsoft Publisher. You will be provided with all the tools necessary to create and use basic spreadsheets. You will learn the various methods for entering and editing data. Additionally, you will study the various ways to write simple formulas. On the other hand, Microsoft Publisher offers a large collection of templates that provide a great way to start a new publication. Using Microsoft Publisher, you will create, format, edit, and share greeting cards, certificates, newsletters, menus, and other printed publications. You will perform basic tasks in the Microsoft Publisher interface, add content to a publication, format text and paragraphs, manage text, work with graphics, and prepare a professional-looking publication for printing and sharing.

Upon successful completion, you will be competent using the functions and features in Microsoft Excel and Publisher; you will be able to create spreadsheets and formulas on Excel, and design menus via Publisher. All combined together, you will be expected to be ready to employ your knowledge about Microsoft Office in real-life applications!

1.5.2.12 (1234) Human Behaviour & Performance in the Workplace

'An organization, no matter how well designed, is only as good as the people who live and work in it' - Dee Hock.

This course is designed to help students who aspire to be future top leaders better understand the industry's organizational setting in terms of human behavior, attitude and performance while focusing on their interpersonal skills to ensure they have a smooth transition into any organization as employees in the future. The connection between human behavior and some contributing Organizational Behavior disciplines such as sociology and psychology are also highlighted.

‘Respect’ which is a core value at Royal Academy of Culinary Arts is highlighted in this course as students are provided with an insight into the behavior of culturally diverse individuals and groups in work settings while being introduced to methods used by leaders in structuring and managing their organizations. This insight will raise the students’ awareness of the issues and challenges that employees and managers face on a daily basis.

With the guidance of a hospitality industry expert facilitator, the course will also improve the students emotional and cultural intelligence skills in order to have a deeper understanding of human behavior within an organization for a healthier working environment. Various organizational structures and business entities within the hospitality and tourism industry are explored.

1.5.3 Semester 3 (Internship)

1.5.3.1 (2301) Industry Internship

This whole semester course will provide students with work experience at nationally and internationally recognized establishments. Students will have the opportunity to apply the achieved skill levels and further deepen and develop new competencies and managerial skills by observing an existing operation and provide factual and constructive feedback.

This experience will prepare students to better comprehend proficiencies needed in the industry. The Royal Academy of Culinary Arts will closely supervise the desired learning outcomes through projects, work journals and site visits that the interns will have to submit during their internship.

1.5.4 Semester 4

1.5.4.1 (2451) Direct Selling & Customer Service in F&B

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” – Steve Jobs

Moving further from the pandemic, things have shifted dramatically in regard to Customer Service and Direct Selling. Business to Customer (B2C) is becoming more the focus of the market putting more stress on Customer Retention and Direct Selling methodologies.

Throughout the course, students will learn to appraise the importance of direct selling and customer service, and its direct effect on the growth and continuity of any organization. The course will highlight key topics such as direct selling divisions, customer satisfaction, consumer behavior

and retention, as well as the art of designing a unique product/service journey. Students will also be able to value the role of technology in business intelligence and data analysis which is vital for the customer service journey.

The students will be guided throughout the course by an industry expert in customer service and direct selling techniques who will provide them with the needed skills and the right mindset to demonstrate excellence in customer service and effective direct selling techniques through a hands-on industry relevant project and a set of learner-centered activities.

1.5.4.2 (2452) F&B Event Management & Operation

“Knowledge is of no value unless you put it into practice” – Anton Chekhov.

Aspiring top chefs are not simply ones who succeed in the kitchen but ones who can run a full Food and Beverage operation effectively and efficiently. Banquet Operation Management is a vital part of that operation and only professional chefs can master the art of Event Management. Nowadays, whenever people gather together for several hours whether for a business meeting, social gathering, or any other celebratory occasion, they are going to require catering and event management services including Food and Beverage, entertainment and special set-up. These are all prime opportunities that all chefs should be fully prepared for.

At Royal Academy of Culinary Arts, the incorporation of such an intriguing course as part of the students’ journey stems from the belief in its core values of Excellence, as well as Innovation and Entrepreneurship. Through the guidance of a hospitality industry expert facilitator with years of experience in the field, students will be inspired to turn the ordinary into extraordinary.

This course puts emphasis on banquet operation by examining its structure and characteristics, while evaluating the needs and requirements for successful management of all aspects of a banquet department. The course will encourage the students to identify the processes and analyse the factors that impact the planning, organizing, and staging of a banquet or catering function. Industry-relevant practices are highlighted and commonly applied scenarios in catering and event management are used. The course is divided into two distinct sections, one theoretical and one practical, whereby students will have to plan, organize, and sell a gala dinner event with a special theme of their choice for a real hands-on experience that not only meets but exceeds expectations.

1.5.4.3 (2453) Principles of Marketing

"Authentic marketing is not the art of selling what you make but knowing what to make" – Philip Kotler.

This course is designed to introduce future hospitality professionals to the foundation and concept of contemporary Marketing with an emphasis on its vital role in the F&B industry as a process, which allows a business to create and deliver value for customers, providing an engine for organic growth. The course highlights key topics such as basic pillars of Marketing, the process of market research, building competitive strategies, F&B product distribution and promotion, as well as the fundamentals of developing a solid Marketing plan.

Throughout the course, students will explore the different phases of Marketing including pre-encounter, encounter and post-encounter Marketing to gain a full and comprehensive overview of the success factors required to effectively promote F&B products, services and experiences using unique and innovative strategies.

With the guidance of a skilled industry expert with several years in the field, the course will enable students to acquire the knowledge, competencies and mindset needed to keep up with the industry's Marketing requirements and stand out in the market through the combination of hands-on practices as well as a series of assessments and learner-centered activities.

1.5.4.4 (2454) Quality Management

"Quality means doing it right when no one is looking," said Henry Ford. Then, it all starts with you! In today's hospitality world, leaders understand the value of self-discipline and the importance of representing their brand. Not only you are the ambassador of your field, but you are also a representative of the company you work for. In our business, quality has a pragmatic interpretation as the non-inferiority or superiority of a matter. It is also defined as being suitable for its intended purpose while satisfying customer expectations.

This course helps students understand the concept of quality and quality management within a Food & Beverage setup. They will analyse the role of supporting departments in a day-to-day F&B operation. They will be encouraged to develop constructive and critical personal reflection, seek practical feedback, and strive for continuous improvement. They will investigate the major quality schemes and evaluate them in terms of benefits to the organization and its customers.

Furthermore, basic effective supervisory skills and responsibility processes are studied. Topics addressed include using standard operation procedures (SOP) to ensure the implementation of quality, consistency and productive procedures, planning, forecasting, and communicating.

This course is particularly beneficial for students as many discussions will take place. They are strongly encouraged to actively participate throughout the module, take notes, and share their personal experience, reflecting on the past internship experience and expected situations in the future. Due to the nature of the course, many real-life examples will be discussed, including field visits where students will be able to experience the real application of what have been learned in class.

1.5.4.5 (2431) Academic Writing

“[As a writer] you have to have the three D’s: drive, discipline and desire. If you’re missing any one of those three, you can have all the talent in the world, but it’s going to be really hard to get anything done.” – Nora Roberts.

Writing is a skill that has to be taught; therefore, academic writing is an essential tool that every student should be equipped with during their educational journey. Most importantly, it comes in handy when the student is handling complex writing assignments, more specifically academic writing. Not only for students but also for post-graduates, academic writing allows them to enhance their analytical and critical thinking skills, look at things objectively, enrich professionalism and research skills, and instill work ethics.

Academic Writing course will start with an introduction to academic writing and its importance on personal, educational, and professional levels. Afterwards, it will guide the learners to the writing process and rules to be taken into consideration while pre-writing, writing, and reviewing. Moreover, it sheds light on the effective use of quotations, paraphrasing, and summarizing. It is also crucial to focus on practicing reading skills in order to conduct research that addresses an issue or a trend in the Hospitality industry. Finally, when carrying out research or an academic paper, learners are urged to establish credibility and present ethics by employing relevant and reliable references citation effectively to avoid plagiarism.

With the guidance of a facilitator who holds a Master’s degree in English, has been practicing academic writing, and is aware of the industry needs, the learners will be able to demonstrate an ability to write for an academic audience, recognize the stages of writing, apply the correct structure, identify effective writing techniques, and evaluate sources by relevant hands-on

activities. After all, being equipped with these writing skills will assist you in your academic journey as a Bachelor's candidate!

1.5.4.6 (2433) Accounting – Uniform System of Accounting

"Know your numbers' is a fundamental precept of business." – Bill Gates

Every institution which deals with money needs a systematic accounting facility to record all the transactions. The hospitality industry needs to maintain all the records of the services rendered and the cost incurred. A properly organized accounting system will prevent mismanagement and inefficient tracking. Without accounting, it's not easy to estimate the financial health of your business; it ensures smoother business operations.

A Qualified Learning Facilitator with a Master's degree in Finance from the University of Jordan, and having many years of experience in Accounting, Finance, and Banking will guide the student throughout the course. The course material will serve as a guide for the assessments required by the facilitator. The assessments will be provided according to RACA regulations and standards.

This course describes the essential accounting for anyone in the hospitality industry, which includes hotels, restaurants, and F&B businesses. In addition, the course gives a complete introduction to accounting principles and demonstrates how to apply them to all facets of the hospitality industry. Accounting Principles provides students with a clear introduction to fundamental accounting concepts with an emphasis on learning the accounting cycle from a sole proprietor perspective. Also, the course addresses the various types of financial statements and the accounting needed to construct them. The course will cover more detailed accounting topics such as: internal control, cash, inventory, fixed assets, receivables, and payables.

In addition, the course will prepare the students for other finance and accounting courses such as Managerial Accounting and Financial Analysis.

As the hospitality field continues to grow and diversify, today's hospitality professionals need to understand accounting at a higher level than ever before. In short, the course prepares the F&B students for any accounting issues likely to arise in the hospitality industry.

1.5.4.7 (2434) Ethics & Law

“Ethics is knowing the difference between what you have a right to do and what is right to do.”

– Potter Stewart.

This course is designed to help students who aspire to be future hospitality leaders better understand the ethical and legal aspects of the hotel, food and beverage, and travel industry. Through an overview of key concepts such as code of ethics, human rights, negligence prevention, the rights and liabilities of guests and hoteliers, regulatory conditions and employment law in the hospitality industry, the course will provide a comprehensive insight into the industry’s complex network of ethical and legal requirements.

‘Integrity’, which is a core value at the Royal Academy of Culinary Arts, is clearly highlighted in this course as it focuses on the importance of learning and following basic legal principles governing the hospitality industry along with basing decisions on ethical standards and values, emphasizing the primary perception of ‘Always doing the right thing even when no one is watching’.

With the guidance of a hospitality industry expert facilitator, the course will enable students to learn to apply an ethical and legal awareness to their own decision-making process and actions through the combination of industry-relevant legal and ethical practices as well as a series of interactive exercises that foster preventative legal management and effective decision making.

1.5.4.8 (2464) Microeconomics

“The ultimate resource in economic development is people. It is people, not capital or raw materials that develop an economy.” Peter Drucker.

We study economics because of a simple truth” The economy is us”. Economics helps us understand the world we live in. It will make us more astute participants in the economy. As we go about our life, we make many economic decisions. Additionally, economics will give us a better understanding of both the potential and the limits of economic policy.

This course provides an introduction to a core area of economics known as microeconomics. Microeconomics is an important field of study that helps us understand how individuals and businesses make decisions in the face of scarcity. It provides us with a framework for understanding how markets work, how prices are determined, and how resources are allocated. By studying microeconomics, we can gain insight into the behavior of consumers and firms, which can help us make better decisions in our lives and businesses.

A qualified learning facilitator with a Master's degree in Finance from the University of Jordan, and having many years of experience in Accounting, Finance, and Banking will guide the student throughout the course. The course material will serve as a guide for the assessments required by the facilitator. The assessments will be provided according to RACA regulations and standards.

The course focuses on how individuals make decisions that affect their income and wealth, how firms make decisions that affect profits and production, and how government regulation affects individuals and firms. Topics covered include the foundations of economics, core concepts of microeconomics, supply and demand, consumer choice, elasticity, cost of production, and market structures. By the end of the course, you will be able to understand introductory microeconomic theory, solve basic microeconomic problems, and use these techniques to think about a number of policy questions relevant to the operation of the real economy.

1.5.5 Semester 5

1.5.5.1 (3551) *Facilities Management*

This course is designed to provide learners who aspire to be future hospitality leaders with a comprehensive review of what facility management means to owners, operators, occupiers, facility managers and professional advisors. Throughout the course, learners will be taken through a detailed introduction to the fundamentals of facility management, including key roles, responsibilities and accountabilities while exploring important aspects such as facility planning, facility management strategy and sustainable practices.

Nowadays, facilities management for hospitality businesses is a crucial aspect of ensuring operational efficiency, guest satisfaction, seamless guest experience and overall profitability as it is considered the core catalyst of a business. 'Excellence' and 'Innovation' which are both core values at Royal Academy of Culinary Arts are clearly highlighted in this course as it focuses on the importance of crafting and implementing clear standards as well as guidelines that guarantee a consistent and optimum status for businesses in the hospitality field.

With the guidance of a hospitality industry expert facilitator, students will learn how the concept and principles of facility management can be implemented in practice through a variety of learner-centered activities including industry-relevant cases, practice assignments and group assessments that will contribute to achieving the key competencies that all learners will require and utilize in their future career.

1.5.5.2 (3552) Managerial Accounting in Hospitality

The Managerial Accounting for Hospitality course is designed to equip the students with the necessary skills to manage the hospitality sector from a financial point of view so they can make effective decisions that will enable them to improve the profitability of the business and financial aspects of the industry. The course is designed to develop the students' skills and capabilities in managing various financial management techniques, including forecasting, budgeting, and cost control. Students will also be able to sharpen their skills and capabilities in such important areas as pricing strategies, revenue management, and financial analysis in the hospitality sector.

Given the dynamism and fast-paced world of the hospitality industry, this course is important for all hospitality students, whether they aspire to become hotel managers, restaurant owners, or even hospitality consultants. To do so, they will require essential knowledge in financial management, which this course will provide them with. The course will also focus on the main challenges and opportunities the hospitality business sector faces. This will aid students in making sound business and financial decisions.

With the aid of an experienced instructor who comes in with years of experience in managerial accounting techniques, students will be able to develop their ability in evaluating financial performance of their firms, identify areas for improvements, and contribute to the strategic decision-making process within the hospitality industry. The course will be taught through a combination of lectures and group discussions. Students will also explore case studies and real-world examples to gain practical insights into managing costs, optimizing profits, and improve operational efficiency in various hospitality establishments.

1.5.5.3 (3553) Room Division II – Property Management System

"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency." – Bill Gates.

This course is designed to introduce future leaders to Property Management System (PMS) technology. It equips students with the knowledge and competencies required to apply PMS effectively by exploring various concepts. By utilizing PMS, students will be able to use the core components and functions of PMS in the context of hotel management, pricing strategies, revenue management, and rate management to personalize guest experience, manage guest preferences, and ensure guest satisfaction.

This course highlights one of the core values of the Royal Academy of Culinary Arts, namely, 'Life-long Learning' that emphasizes the importance of continuous learning by building a solid base for students to be used as a bridge to future courses in their journey. Due to the rapidly evolving hospitality industry, effective property management is paramount to delivering exceptional guest experience and optimizing operational efficiency.

Throughout the course, students will be able to value the importance of PMS within a hotel to ease the communication between various departments and the management by having a clear vision of the PMS operations. With the guidance of a hospitality industry expert facilitator, who brings several years of room division experience in five-star hotels, students will discover the practical side of the course through practicing hands-on exercises and discussing case studies and scenarios. Students will also be engaged in group activities, discussions, and demonstrations to reinforce their comprehension of PMS in hotel management.

1.5.5.4 (3531) Career Management

"Success is where preparation and opportunity meet." Bobby Unser.

Whether you're looking to land your dream job, secure a promotion, switch careers, or become an entrepreneur, setting clear and achievable career goals is critical. This course will help you define your objectives and develop a roadmap to reach them. The course will provide you with the essential career skills that will set you apart from the competition. You will master email etiquette, crafting professional resumes and tailored cover letters that will make potential employers take notice. Business interview etiquette and follow-up techniques will be your secret ingredients for acing interviews and leaving a lasting impression. Moreover, you will be guided through the popular recruitment applications used in the industry such as LinkedIn, Bayt and Akhtaboot helping you navigate the digital landscape with confidence. The course's guidance on business interview etiquette and follow-up techniques supplemented empower you to shine in every interview scenario.

In the fast-paced and dynamic world of Food and Beverage Management, where culinary excellence meets the art of hospitality, success demands more than just skills in the kitchen or at the bar. It requires strategic career management. This course will be the recipe for a prosperous future in the vibrant and competitive food and beverage industry. Crafting an effective resume and acing job interviews are key components of career success. This course offers practical guidance on creating a standout resume and mastering interview techniques.

The course facilitator comes in with more than 14 years of experience in the business field and 3 years of recruiting experience and talent acquisition. The career management techniques and skills will be executed through a hands-on mockup interview project and a set of learner-centered activities. By taking this course, you'll be well-prepared to seize opportunities and achieve your career aspirations in Food and Beverage Management.

1.5.5.5 (3532) E-Marketing

"Marketing's future lies in database marketing where we know enough about each customer to make relevant and customized offers to each." Philip Kotler

The course will connect the students with the essential factors needed to utilize the data collected from the digital marketing tools and how that data is translated into valuable information that will shape the strategies needed for a successful, efficient and effective digital marketing campaign. You will be able to understand the dynamic and changing world of E-Marketing and how you can utilize the information derived from the online tracking tools to create an efficient and effective online marketing campaign.

In today's digitally-driven world things are moving at a very fast pace, the ability to harness the power of data collected from the internet and the tools that aid gathering such data is so essential for marketers and businesses. The future of marketing nowadays is moving towards digital marketing which makes it a very important topic for you to learn, understand, execute, and evaluate.

The lecturer comes in with years of experience in marketing in the field of Food and Beverage in Jordan. He will utilize and explore the factors and elements needed to run a successful digital campaign through an on-hand practice of digital marketing on different platforms such as Google Ads, Instagram, and FB, using different digital marketing strategies such as Search Engine Optimization (SEO), Google Analytics, Re-targeting, and Re-marketing and more.

The course will provide students with the knowledge, skills and competency needed to perfect a digital marketing campaign in this demanding digital world.

1.5.5.6 (3533) Macroeconomics

"Economy is the method by which we prepare today to afford the improvements of tomorrow."

Calvin Coolidge.

The Macroeconomics course offers a fascinating probe into how the broader economy operates. It explores the various mechanisms of an entire economy and involves an in-depth exploration of

macroeconomic goals, policies and their political, economic and social consequences. It focuses on studying the aggregate economic phenomena, such as the overall levels of national income, employment, unemployment, and inflation, as well as how they are influenced by a myriad of economic and non-economic factors. In this course, you will learn about the fundamental concepts and principles that shape macroeconomic theory and policy.

Given its significance to all economic sectors, including the hospitality sector, macroeconomics course will help students grasp how economic factors like unemployment, inflation, interest rates and economic growth impact the hospitality sector. It will provide students with the tools and concepts that can assist in strategic decision-making within the hospitality sector, including resource allocation, pricing strategies, and expansion plans. By developing their ability to analyze and interpret real world data, students will be able to assess the key conditions that affect demands for the hospitality sector.

With guidance of an experienced lecturer, who comes in with more than 20 years of international training and exposure, macroeconomics course will equip you with the knowledge and analytical tools to navigate and comprehend the intricacies of the broader economic landscape. Students will be engaged in group activities, discussions, and projects. They will also be involved in various exercises designed to empower them with the knowledge and analytical tools to comprehend, analyze and interpret national and international data and mechanisms of their economy.

Semester 5 – Electives

An elective refers to a course that a student can choose to take as part of their academic program. The purpose of electives is to give students the flexibility to explore areas of interest, gain a well-rounded education, or even delve deeper into a particular subject they find fascinating. During the fifth semester at RACA, students are presented with a selection of two elective courses, from which they are required to choose one. RACA retains the authority to cancel an elective course without providing a specific justification.

1.5.5.7 (3571) Mice & Event Management

“Creativity & innovation is to events, what the heart & soul is to the living.” – Rehan Waris

This course is crafted to guide learners through all the aspects of advanced professional event planning and execution with a broad understanding of diverse cultures and business sectors within

regional and global contexts. As future event leaders, learners will be empowered to stretch the boundaries of the profession and meaningfully impact individuals in addition to organizations as trend setters in the market.

Recent years have seen dramatic changes to the events industry. The influence of social media and global communications technology, increased focus on environmental sustainability and social responsibility, and changes to the economic as well as cultural landscape have driven rapid expansion and increased competition. Thus, it is more important than ever to gain an in-depth command of the strategies, practices, knowledge and skills required to organize memorable social, personal and business events.

With the guidance of a hospitality industry professional bringing several years of experience in the field, learners will acquire the core competencies and mindset required for the field of Meetings, Incentives, Conferences & Exhibitions (MICE) and Events Management through a variety of learner-centered activities including integrated case studies to highlight current issues and demonstrate theory in practice, in addition to interactive group assessments.

1.5.5.8 (3572) Tourism & Travel Business Management

Tourism and Travel Management refers to the field of study and the professional practice of overseeing and organizing travel-related activities and services to ensure the smooth and enjoyable experiences of travelers. This field encompasses a wide range of activities and responsibilities related to the planning, marketing, coordination, and execution of travel and tourism services, including but not limited to destination and transportation management, tour operations, sustainability and sustainable tourism, travel technology, and many more. Professionals in tourism and travel management may work in various roles, including travel agencies, tour operators, hotels, airlines, government tourism department, and more. They play a crucial role in facilitating and enhancing the experiences of travelers while also contributing to the economic growth of tourist destinations.

Tourism & Travel Business Management is currently not available for students.

1.5.6 Semester 6 (Internship)

1.5.6.1 (3601) Management Internship

The management internship is a structured, hands-on learning experience that provides individuals with the opportunity to gain practical knowledge and skills in managing various aspects of

hospitality businesses, such as hotels, restaurants, resorts, event venues, and more. This internship is typically designed to prepare the student for future leadership roles with the industry and it provides a well-rounded experience that combines practical skills development, exposure to various operational areas, and the opportunity to network with professionals in the field. It is a valuable steppingstone for students studying F&B Management as it will expose them to real-live situations and challenging customer-related situations.

1.5.7 Semester 7

1.5.7.1 (4781) *Statistics*

This course is designed for BA students in F&B Management program. It provides a foundational understanding of statistics tailored for students in the food and beverages sector. It emphasizes the practical application of statistical methods to solve the kind of problems students could face in the industry, and promote a mindset that values data-driven decision-making. Students will develop competencies in key statistical concepts, such as data collection, analysis, and interpretation, and learn how to apply these skills to real-world scenarios in the food and beverage sector. By the end of the course, students will be equipped with the tools necessary to utilize basic statistics effectively and in ways that would enhance their problem-solving abilities, skills which are valuable attributes in preparing them for successful careers in the industry.

1.5.7.2 (4782) *Revenue Management*

F&B Management students in BA focus on strategies and techniques used to optimize firms' revenue and profitability in the Food and Beverages sector. The course covers key concepts such as pricing strategies, demand forecasting, market segmentation, and inventory control. Students learn how to analyze data and make informed decisions to maximize revenue from products or services. The course also explores the impact of external factors like market trends and consumer behavior on pricing and revenue strategies. Through practical applications and case studies, students develop the skills necessary to implement effective revenue management practices in the sector.

1.5.7.3 (4783) Project Management

This Project Management course will equip BA students in Food and Beverages Management with essential knowledge and skills to manage projects successfully within the industry. The course emphasizes the transfer of key project management principles, including planning, execution, monitoring, and closing of projects. Students will develop competencies in problem identification, risk management, and resource allocation, with a focus on applying modern techniques to overcome whatever challenges they may face. The course also fosters a proactive mindset that encourages students to think critically and adaptively, enabling them to lead projects effectively and drive successful outcomes in the dynamic food and beverage sector.

1.5.7.4 (4784) Research Methods

This Research Methods course is tailored for BA students pursuing a degree in Food and Beverages Management. It aims at building a strong foundation in academic research and focuses on transferring essential knowledge about the significance of research in the food and beverage industry. It equips the students with the skills necessary to conduct various types of academic research, from qualitative to quantitative studies. Students will learn how to write comprehensive research reports, identify research challenges, and develop practical solutions. The course also emphasizes the importance of data analysis and statistical methods, teaching students how to interpret data to reflect industry-specific problems and solutions. Through this course, students will cultivate a research-oriented mindset, preparing them to contribute effectively to academic and professional advancements in the food and beverage sector.

1.5.7.5 (4785) Marketing in F&B

This project-based course is designed for BA students in the Food and Beverages program, with a strong emphasis on practical application. The course focuses on transferring essential knowledge about marketing strategies specific to the food and beverage industry, while actively developing students' competencies in promoting theirs' or their firms' products and services. Through case studies and real-world scenarios, students will learn about various marketing approaches, including branding, consumer engagement, digital marketing, and promotional techniques. The course fosters a mindset that recognizes the critical role of marketing in driving business success, equipping students with the skills to design and execute effective marketing campaigns. By the end of the course, students will be well-prepared to market their products creatively and strategically,

ensuring their activities resonate with target audiences in the competitive food and beverage sector.

1.5.7.6 (4786) Financial Analysis in F&B

This Financial Analysis course is tailored for BA students in the Food and Beverages Management program, focusing on the essential skills and knowledge needed to effectively analyze financial operations within the industry. The course emphasizes the transfer of key concepts, including financial analysis flow, ratios, and percentages, enabling students to evaluate the financial health of their businesses. Students will learn how to conduct thorough financial analyses, distinguish between financial analysis, accounting, and managerial accounting, and understand the unique role each plays in decision-making. The course also fosters a problem-solving mindset, guiding students in identifying financial challenges, developing practical solutions, and making informed, sound decisions. By the end of the course, students will be equipped with the analytical tools and strategic thinking necessary to steer safely in the various financial aspects of the food and beverage sector.

Semester 7 – Specializations Electives II

An elective refers to a course that a student can choose to take as part of their academic program. The purpose of electives is to give students the flexibility to explore areas of interest, gain a well-rounded education, or even delve deeper into a particular subject they find fascinating. During the seventh semester at RACA, students are presented with a selection of three elective courses, from which they are required to choose two. RACA retains the authority to cancel an elective course without providing a specific justification.

1.5.7.7 (4771) Trends in F&B Franchising

Dive into the dynamic world of Food and Beverage franchising with this comprehensive course designed for BA students. Explore the latest trends shaping the F&B sector, including technological advancements, sustainability practices, and evolving consumer preferences. Analyze successful case studies, uncover emerging market opportunities, and understand the impact of social media and digital marketing on franchise growth. By the end of the course, student will gain actionable insights in a competitive market and drive a franchise towards success.

Trends in F&B franchising is currently not available for students.

1.5.7.8 (4772) Design & Financing New Touristic Products

Unlock the potential of innovative tourism with this course on designing and financing new touristic products. This course provides a hands-on approach to creating captivating travel experiences and securing the necessary funding for their launch. Learn the essentials of market research, product design, and strategic planning to develop compelling touristic offerings. Delve into various financing options, including traditional loans, venture capital, and crowdfunding, to bring your ideas to life. By the end of the course, BA students will be equipped with the skills to craft and finance unique tourism products that resonate with travelers and stand out in a competitive and ever-evolving market.

Design & Financing New Touristic Products is currently not available for students.

1.5.7.9 (4773) Leadership & Professional Development

This Leadership & Professional Development course is designed and partially delivered online by Ecole Hoteliere de Lausanne. It aims at building a deep understanding of the concept and leadership and its critical role in the industry. The course focuses on the transfer of essential knowledge related to leadership theories, styles, and practices, as well as the key components of professionalism within the sector. Students will develop competencies in leading teams, managing projects, and fostering a professional work environment, all tailored to the unique challenges of the food and beverage industry. Through practical exercises and real-life scenarios, the course encourages a mindset that values leadership and professionalism as vital to career success. By the end of the course, students will be equipped with the skills and insights necessary to foster effective leadership and professional behaviors, driving positive outcomes in their future roles within the sector.

1.5.7.10 (4774) Luxury Brand Management in Hospitality

This course is especially designed and partially delivered online in coordination with Ecole Hoteliere de Lausanne. It aims at providing a comprehensive exploration of managing and promoting luxury brands within the industry. The course focuses on transferring knowledge about the unique attributes and significance of luxury brands in the food and beverage sector. Students will develop competencies in strategic brand management, including techniques for protecting and enhancing luxury brand value. The course emphasizes the importance of luxury brands in driving customer experience and competitive advantage, fostering a mindset that appreciates the impact of luxury

branding on business success. Through guest speakers, case studies, group discussion and exercises, students will gain insights into effective strategies for managing and promoting luxury brands. By the end of the course, students will be equipped with necessary skills to succeed in roles that demand expertise in high-end brand management within the hospitality and food and beverage sectors.

1.5.8 Semester 8

1.5.8.1 (4851) Developing Entrepreneurial Projects

1.5.8.2 (4852) Innovation Management

1.5.8.3 (4853) Sustainable Development of Business in F&B

1.5.8.4 (4881) Crisis & Security Management

1.5.8.5 (4882) Corporate Strategy

1.5.8.6 (4883) Talent Management

1.5.8.7 (4891) F&B Student Business Project

The course description for the 8th semester of the Bachelor program will be published in an updated version of the Program content that will be forwarded to the BA students in due time.

For more information, please contact the Registration Office.

2. CULINARY DIPLOMA STUDY PLAN

2.1. DIPLOMA PROGRAM CONTENT FOR FIRST YEAR

2.1.1 SEMESTER 1

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Kitchen Production I					
Commissary & Knife Skills	1101	Practical	60	2	50%
Fundamentals in Cooking Methods	1102	Practical	60	2	
Bakery	1103	Practical	60	2	
Dessert & Pastry Making	1104	Practical	60	2	
Food & Beverage Service I					
Beverage Science & Lounge Service	1111	Practical	30	1	
Stewarding & Hygiene	1112	Practical	30	1	
Food & Beverage – Theory I					
Food Safety & Nutrition	1121	Theory	30	2	
Introduction to F&B Management	1122	Theory	30	2	
Communication & Business Tools I					
Applied English I	1131	Theory	45	3	
Or					
Foreign Language I	1132	Theory	45		
Computer Application I	1133	Theory	30	2	
International Business Protocol	1134	Theory	30	2	
Mathematics for Hospitality	1135	Theory	30	2	
Total Hours			495	23	

PROGRAM CONTENT

2.1.2 SEMESTER 2

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Kitchen Production II					50%
Individual Cooking	1201	Practical	60	2	
Cooking in Restaurant Operation	1202	Practical	60	2	
Food & Beverage Service II					
F&B Service Techniques in Restaurant Operation	1212	Practical	60	2	
F&B Service Techniques in Fine Dining	1211	Practical	60	2	
Food & Beverage – Theory II					
F&B – Purchasing & Cost Control	1221	Theory	45	3	
Recipe Development & Menu Analysis	1222	Theory	30	2	
Room Division – Theory & Practice					
Room Division I – Front Office	1241	Practical	30	1	
Room Division I – Housekeeping	1242	Practical	30	1	
Room Division I – Laundry & Public Areas	1243	Practical	30	1	
Communication & Business Tools II					
Applied English II	1231	Theory	45	3	
Or					
Foreign Language II	1232	Theory	45		
Computer Application II	1233	Theory	30	2	
Human Behaviour & Performance in the Workplace	1234	Theory	30	2	
Total Hours			510	23	

PROGRAM CONTENT

2.2 DIPLOMA CONTENT FOR SECOND YEAR

2.2.1 SEMESTER 3 (INTERNSHIP)

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Industry Internship	2301	Practical	800	6	Pass/ Fail
Total Hours			800	6	

2.2.2 SEMESTER 4

Course name	Code	Pathway	Total Contact Hours	RACA Credits	Pass Mark
Foundations of F&B Management					50%
F&B Event Management & Operation	2452	Practical	90	3	
Principles of Marketing	2453	Theory	45	3	
Quality Management	2454	Theory	45	3	
Applied Culinary Specialization					
Advanced Pastry	2461	Practical	60	2	
Modern Cooking Techniques	2462	Practical	60	2	
Sensory Evaluation & Flavour Pairing	2463	Practical	60	2	
Small Business Management & Entrepreneurship	2464	Practical	90	3	
Sustainability in F&B & Environmental Awareness	2465	Theory	30	2	
Communication & Business Tools III					
Business Communication in English Language	2436	Theory	45	3	
Ethics & Law	2434	Theory	30	2	
Total Hours			555	25	

2.3 COURSE DESCRIPTION

2.3.1 Semester 1

2.3.1.1 (1101) *Commissary and Knife Skills*

“Keep your knives sharp and join the commissary kitchen!”

The commissary kitchen prepares you to build all the essentials of becoming a future chef. You will develop skills whether it's following proper hygiene, energy conservation or wastage prevention. You will learn how to deal with knives and raw material to give a final product which will be used by other outlets like a la carte restaurants or for classical banquet production. Working with a variety of fruits, vegetables, proteins and understanding the structure and anatomy of different proteins will build your solid knowledge. The kitchen working environment will provide you with the opportunity to learn the proper use of knives and safety tips along with maintenance of kitchen equipment's. The practical class activities will foster skills in planning, prioritizing and time management. At the same time, you will learn to respect procedures and tasks. You will be encouraged to develop your sense of responsibility and teamwork. The theoretical knowledge learned is based on industry-relevant requirements and will assist you in selecting and combining ingredients correctly.

2.3.1.2 (1102) *Fundamentals in Cooking Methods*

In the childhood memories of every good cook, there's a large kitchen, a warm stove, a simmering pot and a chef with a long hat.

Success has no finish line; your journey of mastering culinary arts starts here! This course is the foundation of culinary arts. It will prepare you for the food service industry, with knowledgeable experienced facilitator, and it will offer you the opportunity to work hands on with many different raw ingredients. Moreover, this course is designed to help you develop your skills in basic French cooking methods applying standards, hygiene, energy conservation and wastage control. This is your opportunity to learn how to produce quality foods in an effective and efficient manner. You will also be exposed to main systems of food production from modern free-flow concept to Ala Carte, fast food and classical banquet production. At this level, the kitchen working environment will introduce you to the proper use and preventive maintenance of working place and kitchen equipment.

This course consists of two parts: a theoretical part which will prepare you for industry-relevant needs, and the practical hands on will develop your skills in planning, prioritizing, and time management.

2.3.1.3 (1103) *Bakery*

Bakery industry is growing on demand in the food service. Bakers are becoming pioneers in leading innovations.

This course is designed for happiness where master pieces of bakery will be created, starting with the aromatic bread, moving to the milky smell of the baked Croissants, Danishes, Puff Pastries and Swirls that will fill up your heart with joy.

Today, you will be the artist of the always admired breads, cookies, muffins.

The facilitator of the course will guide you through 6 years of experience where you will go through a unique journey, where you will learn scaling, kneading, baking, slicing, mixing, temperature and using bakery machines until you arrive to the most tempting part which is the tasting.

2.3.1.4 (1104) *Dessert & Pastry Making*

Since childhood, desserts have always occupied the biggest part of our hearts.

During this course, you will recognize the ingredients that are used in pastry and understand the functions of it and be able to make international dessert, macrons, nice cakes, and plated dessert that can be served in fine dining restaurants and banquet events with a Pastry Instructor who spent more than 15 years in five- star hotels, pastry shops, restaurants, outside catering, ice cream and gelato shops, and private pastry business.

Pastry industry is growing on demand in the food service. Pastry Chefs are becoming pioneers in leading innovations, and that's why this course is designed to develop your skills and mastering the pastry operations, where you will learn scaling, mixing, folding, colouring, storing, slicing and using pastry machines.

2.3.1.5 (1111) *Beverage Science & Lounge Service*

"Yesterday I was clever, so I changed the world. Today I am wise, so I am changing myself." – Rumi

The world of science is a whirlpool of knowledge. The more you increase your curiosity, the deeper you go. The more you learn, the faster you whirl. The course is designed to create the foundation of many aspects of the beverage world by analyzing and breaking down the

relationship between the theoretical know how and practical application to have a better understanding of physical and chemical reactions occurring on a daily basis. Beverage science involves natural evolution of products such as fermentation, distillation and how both works together through sugars and alcohol. The course will widen the student's perspective on the art of pairing beverages with food, through relating the theoretical knowledge with practical application with the guidance of an experienced beverage specialists and a facilitator with years of experience in the field.

2.3.1.6 (1112) Stewarding & Hygiene

As a future food and beverage managers and chefs, one should cover all the positions and start from the basics, by cleaning. What defines a clean kitchen? How clean should an outlet be? How does the dishwash machine work? And what is the proper way to clean and store equipment? In this course, the student will develop skills in selecting cleaning equipment and materials to work effectively, as well as a hands-on operation in the cleaning science lab where they will understand the back of house operation in details and the importance of the stewarding department. The correct use and proper organization of machine and manual washing will be evaluated. Furthermore, the students will master the fundamentals in setting up the operation before, during and after the event is done in a hassle-free form.

2.3.1.7 (1121) Food Safety & Nutrition

"The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent diseases with nutrition" - Thomas Edison

Food science is important to maintain health, prevent disorders and/or eliminate different diseases' signs and symptoms. This course is designed to help future chefs understand nutritional guidelines, recognize food groups and sources, while developing an appreciation for their role Culinary Arts. Throughout the course, students will be able to plan and modify their own recipes based on the acquired knowledge and skills.

A qualified learning facilitator holding a Master's degree in Human Nutrition and Dietetics with several years of experience working in the field will guide students throughout the course. The facilitator will help the students learn and practice the fundamentals of nutrition science by facilitating the course material using different learning methodologies such as lecturing, group work and assignments.

The course will present food items to students from a different perspective that will raise their awareness to the significant role of Nutrition in the culinary field. Furthermore, this course will develop your culinary skills in food preparation and recipes development, which are essential for chefs to be outstanding market leaders.

2.3.1.8 (1122) *Introduction to F&B Management*

“True hospitality consists of giving the best of yourself to your guests” - Eleanor Roosevelt.

This course is designed to introduce passionate future industry leaders to the exciting world of Food and Beverage Management by exploring various concepts; such as, the role of the F&B department in the Hospitality industry, the main responsibilities of this department and the challenges associated to it, while providing students with a solid base to their educational journey in Food and Beverage Management.

Throughout the course, you will develop an appreciation of how extraordinary meal experiences are created through an exceptional set of standards related to menu choices, level of service, price-value relationship and unique setting design.

Students will also explore the most important financial aspects of running a Food and Beverage operation while getting an insight into basic principles of Supply Chain Management, and acquiring a broader understanding of the Food and Beverage service methods most commonly used in the industry.

This course highlights one of the core values of Royal Academy of Culinary Arts which is ‘Life-long Learning’ that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to future courses in their journey. With the guidance of a hospitality industry expert facilitator, students will get the chance to practice and apply what they have learnt through a real F&B analysis project.

2.3.1.9 (1131) *Applied English I*

Speaking English is a necessity in the global culinary career and Food and Beverage Management Industry. Learning English will navigate you to different cultures, cuisines, books...etc. which will gradually build you a bright, blooming career with solid knowledge. For example, imagine yourself talking to a receptionist at a hotel in a German speaking country when you do not speak German! You definitely need a bridge language to communicate, which is most of the time “English”.

Applied English I course will focus on the four main communication skills; namely, listening, speaking, reading, and writing. First, it will offer an opportunity to improve your listening skills by listening to various interesting TOEFL and IELTS audios with the aim to enrich your vocabulary bank and enhance your English language comprehension. Second, no matter where you choose to live, travel, or work, you will always need to communicate verbally in English with people; therefore, being competent in speaking skills is essential in this Hospitality industry. Hence, this course is designed to meet the need to practice speaking by conducting class discussions and conversation classes about various topics. Third, believing that reading is “the food of the soul,” this course will enhance your reading skills by introducing you to the main reading comprehension techniques that will make you perceive any educational language material as a piece of cake. Finally, grammar and structure are given ultimate attention throughout the course, moving from building up proper sentences into writing well-structured paragraphs. Learning English will open you a lot of opportunities, you might be an international food blogger or a cookbook author one day!

After all, being equipped with these four language skills will be one of the major factors to open you some well-paid opportunities in different regions and international markets around the world.

2.3.1.10 (1133) Computer Application

Being part of the Hospitality industry means that you have to be up-to-date with new trends including the most important factor which interferes everyone’s life nowadays: technology!

In order to present your ideas, write your recipes, design and calculate your menu, you will always need Microsoft Office Applications.

Computer Application I will focus on two Microsoft Applications: Microsoft Word and Microsoft PowerPoint. You will be given an overview of the different features of Microsoft Word, including typing, formatting, editing, document spacing, margins, page numbering and saving a document, etc. Also, you will learn to use Microsoft Word to produce professional-looking documents. On the other hand, Microsoft PowerPoint aims to provide you with the essential skills needed to create, edit, and present professional-looking presentations using text, tables, diagrams, charts and pictures.

Those two applications are expected to give students a foundation level of competence in mastering standard computer applications. Using computers, students will master the

applications and systems upkeep of Microsoft Office Professional 2016. Upon successful completion, you will be competent using the functions and features in Microsoft Word and PowerPoint; you will be able to create Word documents and PowerPoint presentations effectively.

2.3.1.11 (1134) International Business Protocol

Anyone can do business; however, only professionals can stand out in the crowd! This International Business Protocol will take you on the ladder of professionalism step by step, starting from boosting your personal presence to enhancing your interpersonal and intercultural communication in business.

Believing that first impressions usually last in business, this course will not only provide you with the theoretical tips of making good first impressions, but also will give you the chance to demonstrate proper business grooming standards and dress code, greetings, and introductions through role-playing activities. After ensuring making a good first impression, communication skills come to the scene! In the hospitality industry, one can't deny the big role both verbal and non-verbal communication play in building and maintaining good intercultural, social, and professional relationships with others. Therefore, the course will arm you with the international protocols needed for taking calls, writing emails and instant messages to have smooth communication in university or in the workplace. Moreover, as non-verbal signals form 55% of our daily communication, interactive & group work activities were designed to help you read and use body language consciously to avoid miscommunication or misunderstanding. The last part of this course will shed light on business presentations where you will be provided with the skills you need to plan, design, and deliver any idea in a structured manner. To achieve this, you will be given a chance to deliver individual presentations followed by detailed constructive feedback.

By practicing all the above-mentioned protocols, you will be expected to reach a high step on the ladder of professionalism and to represent yourself, RACA, and your future career in the best way possible. All what you need is an open mind to different cultures, dedication to self-improvement, and a will to change!

2.3.1.12 (1135) *Mathematics for Hospitality*

This course is designed to equip students in both food and beverage management and culinary arts with essential numerical skills required by the food and beverage industry. The course content includes percentages, ratios, weight/volume conversions between the American and metric systems, recipe costs, algebra, shopping for kitchen, labor cost, tax and social security, employee payroll, income statement, and inventory management. This course also covers the learning outcomes, skills and knowledge required to help the students in developing both problem-solving and decision-making skills that lead to broaden critical skills by using a range of calculation methods and techniques in Mathematics.

2.3.2 Semester 2

2.3.2.1 (1201) *Individual Cooking*

“We don’t copy paste we create; this is the art behind fine dining”.

Experience the world of fine dining and plating techniques that have been waiting for you. Cooking and plating alone are any chef’s dream. Experience the real endurance and techniques that the kitchen will hold. It is a lifestyle in the individual kitchen at RACA. You will now be applying, demonstrating and executing all the theoretical and practical knowledge that was taken in the first semester. The student will be dealing and preparing action plans, shopping lists, cooking all recipes given for the daily Banquet functions to produce a spectacular dish and show their abilities in knife skills and basic cooking methods which will open the opportunities to make you one step closer to your career in the near future.

2.3.2.2 (1202) *Cooking in Restaurant Operation*

A chef must think like a scientist, arrange like an accountant, plate like an artist, and cook like a grandmother.”

Welcome to the real word of cooking at the Top Restaurant! International and national buffets, Ala Carte menus, quick service recipes, and different cuisine stations will be prepared during this course. You will be able to apply all the theoretical and practical knowledge that was taken in the first semester, you will create menus, action plans for the day and shopping lists using a wide variety of ingredients and products from all over the world.

Live cooking, interacting with guests, showing new cooking skills will transfer the self-confidence of yourself to the next level.

Pre-preparation, preparation and creating menus through the semester will open the opportunities to shine individually and show your abilities to work in groups.

2.3.2.3 (1212) F&B Service Techniques in Restaurant Operation

“You cannot teach culture; you have to live it and experience it. You have to share it; you have to show it”. Brent Harris

Rule number one for creating a service culture or any culture for that matter is this; it starts at the top. It starts in the head and the heart of the leader and is passed on from one team member to the next. There is no other way it can happen. You might ask why I should take a service course if I am going to be a Chef, in order to escalate in the industry, you have to know all the ins and outs of it. So, this course is designed in order for you to have the fundamental service techniques. The Course is designed to teach the fundamental principles of table and restaurant service. Say goodbye to the old service trends and welcome to the new school of service where you will be taught about all the new trends and service techniques. Demonstrations, simulation and practical activities performed by the students will familiarize them with different aspects of service techniques. The course walks the students through the dining experience before, during and after the guest arrives and initiating service by using technical skills and displaying the energy, passion and commitment the waiter should have. In addition to the capability to operate a POS system and creating Cocktails.

2.3.2.4 (1211) F&B Service Techniques in Fine Dining

“We are what we repeatedly do. Excellence, then, is not an act, but a habit” – Aristotle

The service in hospitality industry is coming up with new food and beverage concepts every day. The expectations levels are on a rise. Being seated while waiting for food to be served is no longer exciting; guests want to be entertained. A great meal comes with great service, and there is not a greater joy than a satisfied guest. Proper servers, polished cutlery and glasses, and perfect ambiance at the banquet restaurant, take the guest through a unique dining journey, from appetizer to dessert. Every expectation in a fine dining restaurant, you will find at the banquet restaurant. At the banquet, the students will be offered foundation-level skills and knowledge of the food and beverage operation in fine dining restaurants. Demonstrations, simulations and practical activities performed by the students will familiarize them with aspects of modern and classical service techniques. Not only to develop technical skills but also develop the interpersonal and professional skills in a real work environment.

2.3.2.5 (1221) *F&B – Purchasing & Cost Control*

“Really? Equations and numbers again?!”

Being a chef is not just about exceeding guest’s expectations through food and beverage, it is managing and leading an operation of the sustainable standard with the high quality of ingredients and prices to match. Do I order the salmon whole? Do I order the chicken de-boned and cleaned? Does it really matter if it’s whole or fabricated? How much of a difference it can make in the recipe? Well, all the answers that you seek lay within a successful chef/purchasing manager. Breaking down and analysing ingredients according to yield is key to a consistent ever-growing business. Now, numbers and equations are not out of context. Purchasing provides the student with the fundamental principles of how an operation is managed through receiving, storing, stocks and food and beverage costs.

2.3.2.6 (1222) *Recipe Development & Menu Analysis*

“In hospitality there is respect, in kitchen there is heat, in service there is etiquette and in menus there are all”.

This course is designed to guide passionate future chefs through the process of menu writing and development using the knowledge and skills they will acquire. Students will be able to expand their understating of the different kinds of menus used in the industry and various factors involved in menu creation.

Throughout the course, students will develop an appreciation of how outstanding menus emerge from exceptional recipes carefully created and developed using the correct techniques. This course will also raise awareness of the importance of standardized recipes in waste and cost control management.

Students will acquire a broader understanding of the competition, target market, consumer and market trends with their influence on menu and recipe development. The course will provide an introduction to the menu costing process and how to apply it by learning and practicing the proper measures.

This course highlights the core values of the Royal Academy of Culinary Arts which is “Life-long Learning” that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to future-application in their journey. With the guidance of a hospitality industry expert facilitator,

students will get the chance to practice and apply what they have learnt through a real menu creation project.

2.3.2.7 (1241) Room Division I – Front Office

‘A good leader leads from the front. Don’t get stuck in the office. Get out, meet people and listen to their stories.’ – Richard Branson.

This course is designed to introduce future leaders to front office world as it is the “Nerve Center” for any hotel by exploring various concepts; such as the role of rooms department and its products and services, the different functions in a front office department and their responsibilities, identify the moments of truth in the guest cycle, compare computerized networks in the hospitality industry emphasizing on rooms division operations.

Throughout the course, students will be able to explain the importance of the front office department and the connection between the front office department and the rest of the departments within the hotel.

Students will also discover the practical side of the course through hands-on experience of practicing a check-in and check-out process to be able to achieve the best first impression and last impression to guests throughout a memorable journey starting from the guest reservation process.

This course highlights one of the core values of Royal Academy of Culinary Arts which is ‘Life-long Learning’ that emphasizes the importance of continuous learning by building a solid base for students with essential knowledge and skills that they can carry forward and use as a bridge to future courses in their journey. With the guidance of a hospitality industry expert facilitator, who brings several years of room division experience in five-star hotels.

2.3.2.8 (1242) Room Division I – Housekeeping

‘Hospitality starts with cleanliness, be sure to start to make it a beautiful place where anyone can feel content’. – Shoukei Matsumoto.

This course is designed to introduce future leaders to Housekeeping world, the aim of all accommodation establishments is to provide their guests with clean, attractive, comfortable and welcoming surroundings.

For the students to accomplish the course, they need to go through several topics such as; explaining the role and the importance of the housekeeping department in any hospitality and restaurant operation from both the customer and the management point of view, identifying

the responsibilities of the various roles in a housekeeping department, gaining an insight on the standard operating procedures linked to the cleaning and maintenance of rooms, machines, and equipment.

Throughout the course, students will explore the main features of a guest room including the room status such as; (vacant, occupied, due out, due in) and others which create the connection between front office department and housekeeping department.

This course highlights one of the core values of the Royal Academy of Culinary Arts, which is 'Excellence' that brings to mind how the housekeeping department takes pride in keeping the hotel clean and comfortable, so as to create a 'home away from home'.

2.3.2.9 (1243) *Room Division I – Laundry & Public Areas*

The term 'laundry' can be defined as a place where the washing and finishing of clothes and other washable articles are carried out.

The laundry department has always been one of the main contributors to the creation of a positive image for both employees and facilities of any hospitality institution. Exceptional leaders are ones who are knowledgeable of all the different areas that influence the flow and quality of their operation. As future Food and Beverage and Culinary leaders, this course will explain an important part of your on-going journey in the hospitality industry.

After completing this course, students will be able to understand the types of laundries and purpose of having a laundry department in a hotel, also to list the various roles of the laundry department including the linen exchange procedure for guestrooms and F&B areas, as well as the operation of laundries from collection to the finishing of linens. Regarding the practical part of the course, students will have the opportunity to visit a hotel to explore the sections of a laundry department and the personnel needed to run the operation as well as to get familiar with the machines used in laundry departments in the industry.

This course highlights one of the core values of Royal Academy of Culinary Arts which is 'Excellence' that emphasizes the importance of appreciating the impact of the laundry department on the overall success of any operation, with the guidance of an experienced hospitality industry facilitator who brings several years of room division experience in five-star hotels.

2.3.2.10 (1231) *Applied English II*

Speaking English is a necessity in the global culinary career and Food and Beverage Management Industry and learning English language will gradually build you a bright, blooming career with solid knowledge. Therefore, being competent in English language can only be achieved by putting the language into practice. For example, imagine yourself as a food critic, with very good knowledge, who is required to write a report about a certain restaurant in English language, then you need to employ the four skills; explicitly, by listening to comments, reading notes, speaking out concerns, and specifically writing feedback in order to structure and document your report.

Applied English II course will focus on the four main communication skills; namely, listening, speaking, reading, and writing. First, it will offer an opportunity to improve your listening skills by listening to various interesting audios about the Hospitality industry with the aim to enrich your specialized vocabulary bank in the field and enhance your English language comprehension. Second, since English is the language that is used internationally, you will always need to communicate verbally in English with people; therefore, being competent in speaking skills is essential in this Hospitality industry. Hence, this course is designed to meet the need to practice speaking by conducting class discussions and debates about various topics. Third, this course will enable you to employ the main reading comprehension techniques on any educational language material. Finally, technical writing was selected over the years as one of the best skills that employees must acquire when it comes to writing skills. Besides, it will prepare you for the type of professional communication you are likely to engage in during your college, first post-college jobs, and beyond. Technical communication—the presentation of specialized information in an accessible way to a variety of diverse audiences who will expect clarity, accuracy, and professionalism from you, is what this course focuses on. Indeed, it will focus on the process of writing, starting from employing the knowledge in writing correct sentence structures to essay writing where you research or create documents based on real world situations.

After all, having these four language abilities can help you gain access to well-paying jobs in a variety of areas and international marketplaces throughout the world. Remember, practice makes perfect!

2.3.2.11 (1233) *Computer Application II*

Being part of the Hospitality industry means that you have to be up-to-date with new trends including the most important factor which interferes everyone's life nowadays: technology!

In order to present your ideas, write your recipes, design and calculate your menu, you will always need Microsoft Office Applications.

Computer Application II will focus on two Microsoft Applications: Microsoft Excel and Microsoft Publisher. You will be provided with all the tools necessary to create and use basic spreadsheets. You will learn the various methods for entering and editing data. Additionally, you will study the various ways to write simple formulas. On the other hand, Microsoft Publisher offers a large collection of templates that provide a great way to start a new publication. Using Microsoft Publisher, you will create, format, edit, and share greeting cards, certificates, newsletters, menus, and other printed publications. You will perform basic tasks in the Microsoft Publisher interface, add content to a publication, format text and paragraphs, manage text, work with graphics, and prepare a professional-looking publication for printing and sharing.

Upon successful completion, you will be competent using the functions and features in Microsoft Excel and Publisher; you will be able to create spreadsheets and formulas on Excel, and design menus via Publisher. All combined together, you will be expected to be ready to employ your knowledge about Microsoft Office in real-life applications!

2.3.2.12 (1234) *Human Behaviour & Performance in the Workplace*

'An organization, no matter how well designed, is only as good as the people who live and work in it' - Dee Hock.

This course is designed to help students who aspire to be future top leaders better understand the industry's organizational setting in terms of human behavior, attitude and performance while focusing on their interpersonal skills to ensure they have a smooth transition into any organization as employees in the future. The connection between human behavior and some contributing Organizational Behavior disciplines such as sociology and psychology are also highlighted.

'Respect' which is a core value at Royal Academy of Culinary Arts is highlighted in this course as students are provided with an insight into the behavior of culturally diverse individuals and groups in work settings while being introduced to methods used by leaders in structuring and

managing their organizations. This insight will raise the students' awareness of the issues and challenges that employees and managers face on a daily basis.

With the guidance of a hospitality industry expert facilitator, the course will also improve the students emotional and cultural intelligence skills in order to have a deeper understanding of human behavior within an organization for a healthier working environment. Various organizational structures and business entities within the hospitality and tourism industry are explored.

2.3.3 Semester 3 (Internship)

2.3.3.1 (2301) *Industry Internship*

This whole semester course will provide students with work experience at nationally and internationally recognized establishments. Students will have the opportunity to apply the achieved skill levels and further deepen and develop new competencies and managerial skills by observing an existing operation and provide factual and constructive feedback.

This experience will prepare students to better comprehend proficiencies needed in the industry. The Royal Academy of Culinary Arts will closely supervise the desired learning outcomes through projects, work journals and site visits that the interns will have to submit during their internship.

2.3.4 Semester 4

2.3.4.1 (2452) *F&B Event Management & Operations*

Knowledge is of no value unless you put it into practice' – Anton Chekhov.

Aspiring top chefs are not simply ones who succeed in the kitchen but ones who can run a full Food and Beverage operation effectively and efficiently. Banquet Operation Management is a vital part of that operation and only professional chefs can master the art of Event Management. Nowadays, whenever people gather together for several hours whether for a business meeting, social gathering or any other celebratory occasion, they are going to require catering and event management services including Food and Beverage, entertainment and special set-up. These are all prime opportunities that all chefs should be fully prepared for.

At Royal Academy of Culinary Arts, the incorporation of such an intriguing course as part of the students' journey stems from the belief in its core values of Excellence, as well as Innovation

and Entrepreneurship. Through the guidance of a hospitality industry expert facilitator with years of experience in the field, students will be inspired to turn the ordinary into extraordinary.

This course puts emphasis on banquet operation by examining its structure and characteristics, while evaluating the needs and requirements for successful management of all aspects of a banquet department. The course will encourage the students to identify the processes and analyse the factors that impact the planning, organizing and staging of a banquet or catering function. Industry-relevant practices are highlighted and commonly applied scenarios in catering and event management are used. The course is divided into two distinct sections, one theoretical and one practical, whereby students will have to plan, organize and sell a gala dinner event with a special theme of their choice for a real hands-on experience that not only meets but exceeds expectations.

2.3.4.2 (2453) *Principles of Marketing*

"Authentic marketing is not the art of selling what you make but knowing what to make" – Philip Kotler.

This course is designed to introduce future hospitality professionals to the foundation and concept of contemporary Marketing with an emphasis on its vital role in the F&B industry as a process, which allows a business to create and deliver value for customers, providing an engine for organic growth. The course highlights key topics such as basic pillars of Marketing, the process of market research, building competitive strategies, F&B product distribution and promotion, as well as the fundamentals of developing a solid Marketing plan.

Throughout the course, students will explore the different phases of Marketing including pre-encounter, encounter and post-encounter Marketing to gain a full and comprehensive overview of the success factors required to effectively promote F&B products, services and experiences using unique and innovative strategies.

With the guidance of a skilled industry expert with several years in the field, the course will enable students to acquire the knowledge, competencies and mindset needed to keep up with the industry's Marketing requirements and stand out in the market through the combination of hands-on practices as well as a series of assessments and learner-centered activities.

2.3.4.3 (2454) *Quality Management*

“Quality means doing it right when no one is looking,” said Henry Ford. Then, it all starts with you!

In today’s hospitality world, leaders understand the value of self-discipline and the importance of representing their brand. Not only you are the ambassador of your field, but you are also a representative of the company you work for. In our business, quality has a pragmatic interpretation as the non-inferiority or superiority of a matter. It is also defined as being suitable for its intended purpose while satisfying customer expectations.

This course helps students understand the concept of quality and quality management within a Food & Beverage setup. They will analyse the role of supporting departments in a day-to-day F&B operation. They will be encouraged to develop constructive and critical personal reflection, seek practical feedback, and strive for continuous improvement. They will investigate the major quality schemes and evaluate them in terms of benefits to the organization and its customers.

Furthermore, basic effective supervisory skills and responsibility processes are studied. Topics addressed include using standard operation procedures (SOP) to ensure the implementation of quality, consistency and productive procedures, planning, forecasting and communicating. This course is particularly beneficial for students as many discussions will take place. They are strongly encouraged to actively participate throughout the module, take notes, and share their personal experience, reflecting on the past internship experience and expected situations in the future. Due to the nature of the course, many real-life examples will be discussed, including field visits where students will be able to experience the real application of what have been learned in class.

2.3.4.4 (2461) *Pastry & Bakery Craft Based Learning Level 2*

Every chef should have a strong background in pastry and bakery. Especially while evolving within a rising market for competitive pastry delicacies, and a higher demand for perfection.

This course will elevate your knowledge of pasty to match the needs of current trends of the industry, whether it is a chocolate boutique, a little bakery or a patisserie. Mix, fold, bake and push your imagination to its limits.

At the end of the semester, you will be able to make different products of praline (filling, moulding, sparing, colouring, ganache and truffles). You will learn a variety of plated dessert

banquet style, new technique of plating, mousses, and garnishes. You will also learn how to make new pastry shop style cake, glazing, covering, frosting, decorations, different techniques of bread and sour dough, sun flour bread, croissants, and bagels.

2.3.4.5 (2462) *Modern Cooking Techniques*

The vision of a great culinarian is a never-ending path of learning and improving. Curiosity, questioning & experimenting is the mission of a winner's mindset, it is time to shift your scope from a receiver to an innovator. There is a thin line between burnt and brown! Let us explore this very thin line. Modern cooking techniques allow you to build on what you have learned & applied in previous semesters, throughout this course the emphasis on techniques, time & temperature will be greater than never before. You will have the chance to deal with new creative equipment & utensils. We are only limited by our imagination.

Nowadays, mastering basic cooking techniques is no longer enough to differentiate oneself from the kitchen brigade. A chef must appreciate and apply contemporary cooking methods, such as precise temperature cooking, slow-cooking techniques, vacuum cooking, and so on.

This course will build on modules taught in previous semesters. Students will have the opportunity to plan, practice and develop their skills in preparing and cooking a range of dishes using current technology and modern approach. Through a variety of projects, students will have the opportunity to use specialized equipment and apply managerial skills. Students will also be able to show case their learning progresses through a set of various practical exercises.

2.3.4.6 (2463) *Sensory Evaluation & Flavour pairing*

If life were predictable, it would cease to be life & be without flavour.' – Eleanor Roosevelt

Welcome to the world of Culinology!

Developing into a culinary artist is one stage; however, forming your senses into one is evolving into the 'Mona Lisa' of culinarians. Transforming the senses of the body into being sharper is at the start of the very beginning of a human being's life, we are surrounded by moods, emotions, experiences and psychological factors which all determine what we feel when it comes to our flavour of life. This course is structured to test the senses of the learner and demonstrate how to enhance and grow with the senses through basic protocol as their career blossoms day by day. Chefs of the industry are always surrounded by rules and regulations, which constricts creativity, innovation and individuality; nonetheless, what will happen if they choose to go against the rules? To invoke, measure, and analyse. Through this course the

student will be exposed to the latest developments to modern cuisine, laboratory adapted equipment, flavour bouncing and in-detailed time and temperature techniques that will create room for creativity. This course will give the student an idea about how the food manufacturers measure precisely every aspect when designing a product.

2.3.4.7 (2464) Small Business Management & Entrepreneurship

The move toward Entrepreneurship is growing fast. Entrepreneurship is increasingly becoming an important element of the economic revolution. Entrepreneurs continue to lead the economic growth and development by creating innovative, customer-focused new products and services.

This course introduces students to the discipline of entrepreneurship and its practical implementation. It elaborates on the process and role of entrepreneurs in recognizing opportunities in a competitive market, creating new ventures, and the kinds of challenges that face entrepreneurs in launching a business.

This course aims to provide students with the knowledge, skills and entrepreneurial mindset to turn ideas into a new enterprise or join an entrepreneurial project in the expanding food and beverage industry through offering experiential opportunities both in and out of the classroom.

The core value of “Innovation and Entrepreneurship” at the Royal Academy of Culinary Arts is what drives this course as it aims to provide its aspiring future chefs and business owners with the knowledge, skills and entrepreneurial mindset.

The course is divided into two parts, one theoretical and one practical. In the theoretical part, students will work on developing a food and beverage idea, define value proposition, and present an effective business model for their concept, whereas in the practical part, students will have to manage and run their own F&B operation for a real hands-on experience and taste of the industry while being coached by culinary and hospitality expert facilitators with years of experience in the field.

2.3.4.8 (2465) Sustainability in F&B & Environmental Awareness

Sustainability is the ability to maintain and continue renewable resources, non-renewable resources, and pollution rate, moreover the three pillars of sustainability must be sustained, environmental, economic, and social. Chefs have a role in educating people and taking the lead on solving some sustainability issues, such as food waste, water usage, energy usage, and waste

in general. Chefs as professionals in the food service industry, need to use the knowledge encountered as a tool to help promote a better sustained future, think of it as a responsibility or a commitment. Sustainability goes farther than just being green and eco-friendly, sustainability has an important social responsibility as well. Let us expand our knowledge and apply responsible practices in all life aspects and think outside the bun, we might be able to save the world. And remember the change starts within, we are heroes wearing an apron.

2.3.4.9 (2436) Business Communication in English Language

“You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere,”

Lee Lacocca said. This means that it doesn't matter how much you know about anything but how you can express yourself is what truly matters. It is common for fresh graduates to face this dilemma. Here is your opportunity is overcome it!

The course is going to be given by a qualified learning facilitator who has been working in professional workplaces for quite a while through which she has gained a good experience on how to communicate properly in business contexts. Throughout this course, the facilitator will help you to improve your communication skills by introducing to you the verbal and nonverbal communication characteristics required for the industry. You will also be given the opportunity to develop your writing skills in general, and the writing of business-messages in specific by arming you with the three writing steps required to tailor effective messages to the target audience.

Moreover, as graduate students, you are definitely eager to know more about the employment process! This course is designed to help you look for the proper position and institute after running the introspection and to get you familiar with the hiring process from the moment you will need to write an effective resume, until you are sitting in the employer's office for a job interview!

2.3.4.10 (2434) Ethics & Law

Ethics and laws are found in virtually all spheres of society. They govern actions of individuals around the world on a daily basis. They often work hand-in-hand to ensure that citizens act in a certain manner, and likewise coordinate efforts to protect the health, safety and welfare of the public. Though law often embodies ethical principles, law and ethics are not co-extensive. Based on society's ethics, laws are created and enforced by Governments to mediate our

relationships with each other, and to protect its citizens. While laws carry with them a punishment for violations, ethics do not. Essentially, laws enforce the behaviors we are expected to follow, while ethics suggest what we ought to follow, and help us explore options to improve our decision-making.