TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: DU LỊCH**

**ĐỀ THI KẾT THÚC HỌC PHẦN - LẦN 1**

**Hsọc kỳ 3 , năm học 2021 - 2022**

Mã học phần: 7DL0320

Tên học phần: Quản trị Nhà hàng

Mã nhóm lớp học phần: 213\_7DL0320\_01

Thời gian làm bài (phút/ngày): 15 ngày

Hình thức thi: Tiểu luận

**Cách thức nộp bài**

- Upload file pdf bài làm trên e – learning. Deadline 20.00, Thứ Sáu, ngày 29/07/2022

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 30/6/2022**.

**Format nội dung đề thi:**

- Font: Times New Roman

- Size: 13

**Đề bài:**

**Design and plan to operate your own Asian Restaurant as a Restaurant Manager perspective.**

**Thiết kế và lên kế hoạch triển khai một Nhà hàng Á bất kỳ dưới góc độ người có vai trò là Quản lý Nhà hàng.**

**Hướng dẫn sinh viên trình bày:**

1. Regulations on essay presentation

1.1 . Layout:

- Outer cover page

- Cover page

- Table of contents

- Heading

- Content

- References

- Appendix (if any)

- Instructor's comments

1.2 . Form of presentation:

- Paper Size and Margins

• A4 paper: 21.0cm x 29.7cm

• Left margin = right margin = top margin = bottom margin = 3cm(1 inch)

• Align both sides of the content (select the text and press the shortcut Ctrl + J)

- Font style and font size

• General font: Unicode font, Times New Romans

• Font size: 13.

• Line spacing in a paragraph: 1.3

- Number of content pages: up to 30 pages; number of pages placed in the middle, at the bottom of the page.

- The subsections of the essay are used Arabic numerals by level.

Example: Chapter 2:

2.1………… (chapter 2, item 1);

2.1.1 ……. (Chapter 2, Section 1, Subsection 1)….

2.2………… (chapter 2, item 2);

2.2.1 ……. (Chapter 2, Section 2, Subsection 1)….

- Do not abuse abbreviations, only abbreviate common phrases, do not abbreviate proper nouns. If it is necessary to abbreviate the phrase the name of the agency or organization used many times in the report, the abbreviation must be noted the first time it is used. If there are many abbreviations, a page or table of abbreviations is required.

- Citations must be enclosed in quotation marks, after the quoted content, the source of information from the cited document must be recorded.

1.3 . Specified:

1.3.1 Outer cover page: (Sample)

**MINISTRY OF EDUCATION AND TRAINING** (middle, print, font 14 – 16)

**VAN LANG UNIVERSITY** (middle of page, bold, font in line above)

**FACULTY OF TOURISM**

**LOGO**

**FINAL ASSIGNMENT**

**RESTAURANT MANAGEMENT**

**GROUP NAME**

(middle, bold, font 16-20)

**NAME OF RESTAURANT**

(middle, bold, font 16-20)

**Instructor**: (skewed right, bold lowercase, font 14)

**Group member - ID**:

*Date…month…year… (middle of page, lowercase italic, font 13)*

1.3.2 Side cover page

1.3.3. Table of contents:

TABLE OF CONTENTS

1.3.4. Essay content

+ Content 1:

+ Content 2:

+ Content 3:

1.3.5. References:

• Write references from books

a) Author's name: Last name, followed by a comma (,) followed by other abbreviations. However, the Vietnamese name is written with both full name and full name

b) Year of publication, followed by a comma (,)

c) Book title in italics (with minimum capital letters) (,)

d) Edition, if this is the 1st edition, omit this detail (,) TD: 2nd edn (written in English)

e) Publisher, followed by a comma (,)

APA -

• Write references from the website

a) The name of the city in which this book is published, followed by a period (.)

If you refer to an article on the website:

o Winson,J1999,Alookatreferencing,AAAEducationlServices,viewed

b) October 20, 2002, http://www.aaa.edu.au/aaa/html

1.3.6. Instructor's comments and grades

TEACHER INSTRUCTIONS FOR COMMENTS,

ASSESSMENTS AND GRADING

(Note: graded by letters and numbers, Instructor signed and full name.)

**Tiêu chí chấm điểm và thang điểm (Rubric):**

**I. TOPIC:**

**As a Restaurant Manager, you will design and plan to operate your own Asian/European Restaurant**

**II. GUIDELINE**

**CHAPTER 1: INTRODUCTION ( 1 point )**

***1. Overview of Restaurant (0,5* point *)***

a. Name, concept/theme, location, opening hours/days

b. Ownership

c. Target Market

***2. Organizational Structure ( 0,25 point )***

***3. Value, Vision, Mission ( 0,25 point)***

**CHAPTER 2: MENU DESIGN ( 2 points )**

**1. *Type, Layout and Design of Menu (1 point)***

**2. *Pricing strategy (0,5 point )***

a. Choice of pricing strategy ***( 0,25 point)***

b. Choose 1 dish from the Menu for explanation (Cost, Profitability) ***( 0,25 point)***

**CHAPTER 3: FACILITY DESIGN ( 1 *point*)**

***1. Layout Design ( 0,5 point)***

***🡪*** *Technical Drawing of Functional Areas*

***2. General Design ( 0,5 point)***

**🡪** Smell, Sound, Color, Light, Maximum Capacity

**CHAPTER 4: STAFFING ( 2,0 points )**

***1. Positions in your restaurant ( 0,5 point)***

***2. Job Description and Job Standard for each position ( 1 point)***

***3. Number of staff and Roster ( 0,5 point)***

**CHAPTER 5: MARKETING/PROMOTION CAMPAIGN ( 2 *points*)**

**CHAPTER 6: SERVICE EXPERIENCE DESIGN ( 2 *point*s)**

***1. Guest Satisfaction Survey Form ( 0,5 point)***

***2. Organizational Policies for Handling customer complaints ( 0,5 point)***

***3. Strategy to enhance guest experience ( 0,5 point)***

*a. Application of technology/management tool*

*b. Management of Waiting time*

*c. Communication strategy (internal, external)*

***4. The Blueprint ( 0,5 point)***

***Rubric chấm điểm:***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight (%)** | **Excellent**  **(A)**  **8.5-10** | **Very good**  **(B)**  **7.0-8.4** | **Good**  **(C)**  **5.5-6.9** | **Adequate**  **(D)**  **4.0-5.4** | **Weak**  **(F)**  **0-3.9** |
| **Writing style** | 20 | Suitable style. No spelling or grammar errors. | Suitable style. Few spelling or grammar errors | Suitable style. Very few spelling or grammar errors | Suitable style. A few spelling & grammar errors. | Various spelling & grammar errors.  Wrong style |
| **Referencing** | 10 | Correctly and sufficiently | Few minor errors in format. Sufficiently. | A few errors in format or lack of sources | Inconsistently applied. Only some references are provided. | No reference |
| **Structure** | 20 | Systematic & logical approach to the topic & discussed in an informed way. Each section explicitly linked to the next part. The structure and flow of materials are clear. | Systematic & logical approach to the topic. Each section explicitly linked to the next part. The structure and flow of materials are clear. | Generally, systematic & logical approach to the topic. | There’s discussion of the topic and little analysis but inconsistent approach. | Illogical and confusing |
| **Clearly explain reasons for decisions about what to include in itinerary** | 25 | Reasoning behind decisions clearly explained, evidence based sources are well-used to support. | Reasons for including activities are logically & supported by evidence-based sources. | Reasons are clear but supported by a few evidences. | Reasons are clear but supported by few evidences. | Not meet requirement  No or little explaination is provided |
| **Content** | 25 | Course-relevant and topic-relevant, and excellently provide content required in the brief | Course-relevant and topic-relevant. Sufficiently provide content required in the brief | Course-relevant and topic-relevant. On overall, provide enough information required by the brief. | Content are relevant to the topic and requirements of the brief, but sometimes inconsistent/ irrelevant. | Not meet requirement  Irrelevant to the topic and brief |
|  | **100** |  |  |  |  |  |

*Ngày biên soạn: 25.06.2022*

**Giảng viên biên soạn đề thi:**

**Nguyễn Phúc Anh Khiêm Nguyễn Phương Linh**

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*Ngày kiểm duyệt:30/06/2022*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:**

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**ThS. Nguyễn Thị Ngọc Linh**

Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email:[khaothivanlang@gmail.com](mailto:khaothivanlang@gmail.com)bao gồmfile word và file pdf.