**Questionnaire on Beverage Technology Curriculum Development**

1. **Background information**

First name .................................................. Family name .........................................................................

Gender ⬜ Male ⬜ Female

Age ⬜ 20-25 ⬜ 26-30 ⬜ 31-35 ⬜ 36-40 ⬜ 41-45

⬜ 46-50 ⬜ 51-55 ⬜ 56-60 ⬜ 61+

Highest degree of education .......................................................................................................................

Field of study ............................................................................................................................................

Institution .............................................................................. Year of graduation..................................

Academic position ⬜ Professor ⬜ Associate professor

⬜ Assistant professor ⬜ Lecturer

Administrative / Career position

⬜ President / Vice President / Assistant to the president

⬜ Dean / Deputy Dean / Assistant Dean

⬜ Director / Deputy Director

⬜ Head of Department / Deputy Head of Department

⬜ Full-time lecturer

⬜ Researcher / Academic / Technician

⬜ Other (please specify) ..............................................................................

Affiliation Program / Division / Department ....................................................................................

Faculty / Research Center / Institute ...............................................................................

University .......................................................................................................................

Postal Address ................................................................................................................

..........................................................................................................................................

Tel. ......................................................... Fax. .................................................

E-mail ..............................................................

Does your institution provide any curriculum, course or training relevant to beverage categories as suggested below? (please mark as many choices as appropriate)

⬜ No (please go to question 4)

⬜ Yes, in particular for non-alcoholic beverages including:

* Drinking water / Mineral water ⬜ Carbonated soft drinks
* Fruit / vegetable juices ⬜ Non-alcoholic fermented beverages
* Tea / fruit tea / herbal tea / infusion ⬜ Coffee / cocoa based drinks
* Dairy / Protein based drinks ⬜ Energy drinks
* Other (please specify) .......................................................................................

⬜ Yes, in particular for alcoholic beverages including:

* Beer ⬜ Wine
* Cereal based beverages ⬜ Tropical fruit wine
* Spirits ⬜ Liqueurs
* Ready-to-drink cocktails ⬜ Other (please specify) ................................................

The teaching activity / training indicated above are as part of the course:

1. ………………………………………………………………………………………………

2. ………………………………………………………………………………………………

3. ………………………………………………………………………………………………

Status of the course ⬜ Compulsory course ⬜ Elective course

For the degree of B.Sc. / M.Sc. / Ph.D. in …………………………………………………………………

Do you have any commitment regarding the course(s) mentioned above?

⬜ Yes, I commit to .......................................................................................................................

⬜ No

1. **Teaching activity during the course / training program provided by your institution encourages students to develop the following skills or not. (please mark the most appropriate answer / not = no indication)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Considered with very high importance | Considered with high importance | Considered with moderate importance | Considered with low importance | Not considered at all | |
| Knowledge and skill in beverage production technology | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Practical skill in beverage production | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in quality assurance and safety | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in research and development of new beverage products | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge in innovation for beverage industry | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge in food standards and legislations | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in business administration and marketing for beverage industry | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in ICT, statistics and electronic data processing | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in project and time management | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Knowledge and skill in language and professional communication | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

1. **Do you support the development of a specific curriculum on Beverage Technology?**

⬜ Yes, because .................................................................................................................

⬜ No, because .................................................................................................................

1. **If Kasetsart University develops a specific curriculum on Beverage Technology, what kind of course that you think is appropriate?**

⬜ a full-time M.Sc. program

⬜ a part-time M.Sc. program

⬜ a full-time Professional Graduate Diploma

⬜ a part-time Professional Graduate Diploma

⬜ a Short-course Certificate / Summer school Certificate

⬜ Other (please specify) .......................................................................................

In which language the instruction should be delivered:

⬜ Thai ⬜ English ⬜ Bi-lingual system

1. **Do you agree that a specific curriculum on Beverage Technology should be developed under collaboration between academic institutions and industrial partners?**

⬜ Yes, because .................................................................................................................

From my point of view, the course should be developed under collaboration among:

⬜ Thai universities ⬜ International universities ⬜ Industrial partners

⬜ No, because .................................................................................................................

1. **From your expectation, please indicate how industrial partners can be involved or support the development of a specific curriculum on Beverage Technology.**

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1. **Please indicate your perception of factors influencing decision to enroll in the Beverage Technology program.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very high importance | High importance | Moderate  importance | Low importance | No importance | |
| Reputation of university and faculties | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| The first specific program in Beverage Technology | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Course duration and subject details | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Transfer of knowledge to application | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Industrial collaboration | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Collaboration among Thai universities | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Collaboration with international universities | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Gaining knowledge in a specific field of interest | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Rising personal capacity | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Related to current work | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Establishing network with people in beverage sectors | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Providing career opportunity | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Potential to be employed | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Gaining higher salary with a specific diploma | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Chance to find new career with a specific diploma | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

1. **If you have any additional comment or suggestion regarding the development of a specific curriculum on Beverage Technology, please kindly indicate in this section.**

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On behalf of project team, we would like to thank you for your willingness to participate in the survey!

Please return the questionnaire to [BeverageTechnology.Thailand@gmail.com](mailto:BeverageTechnology.Thailand@gmail.com)

The data you are providing will be kept by the Consortium until the end of the project.