Course Specification

— (Bachelor)

Course Title: Feasibility Study for Hospitality and Tourism: The Graduation Project

Course Code: 5403 475-2

Program: B.Sc of Tourism and Hospitality Management

Department: Tourism and Hospitality Management

College: College of Business and Economics

Institution: UMM AL-QURA UNIVERSITY

Version: *Course Specification Version Number*

Last Revision Date: *Pick Revision Date.*

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A.	☐University	☐College	☒ Department	☐Track	☐Others
B.	☐Required			☐Elective	

3. Level/year at which this course is offered: (Level 7)

4. Course general Description:

Entrepreneurship and real business world were identified as keys to advance the graduate students skills to develop the performance of their future hospitality enterprises. This Course aims to equip students with capabilities and skills to develop feasible hospitality ideas and undertake a marketing study as the first part of their hospitality projects . This first part will include a marketing study and initial projection for how they will operate, which will be completed at "Graduation Project 2 course". Students written work and presentations will be evaluated and assessed at the end of the semester by a panel composed from the Tourism and Hospitality Management Department Faculty members.

5. Pre-requirements for this course (if any):

5403 240-2

6. Co-requisites for this course (if any):

7. Course Main Objective(s):

This Course aims to equip students with capabilities and skills to develop feasible hospitality ideas and undertake a marketing study as the first part of their hospitality projects . This first part will include a marketing study and initial projection for how they will operate, which will be completed at " Graduation project 2 course".

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	E-learning		
3	Hybrid • Traditional classroom	22	100%

No	Mode of Instruction	Contact Hours	Percentage
	● E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	22
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		22

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	Define essential terms related to feasibly study in the hospitality context	**K1**	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Memorize and define the components of the Marketing plan for hospitality Projects	**K2**	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Identify the best market research methods meeting the nature of tourism & hospitality projects	**K3**	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	**Skills**			
2.1	Write a marketing study fulfilling the criteria of hospitality projects' feasibility study.	**S1**	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Identify the differences between the nature of business at different tourism & hospitality projects and its	**S2, S3**	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	reflections on the components of the written graduation project.			
2.3	Present how his project idea was developed using creative thinking skills, how he will undertake his hospitality marketing study and introduce his operational and technical part to the assessment committee	S3, S4, S5	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.4	Provide innovative ideas to develop new recipes and menus	S2, S4	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	**Values**			
3.1	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	C4	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	C8, C9, C10	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	C3, C6	Course rules introduction	Exams, Teamwork, Assignments, and Coursework

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction and the process of feasibility study of tourism and hospitality projects	2
2.	Creative thinking to develop a project idea in tourism & hospitality	2
3.	KT Decision Analysis Technique to choose the project idea and developing project idea	2
4.	Tourism & Hospitality Projects Site Analysis	2
5.	Marketing Study: Introduction and Market Study, statistics & Survey Design Customized for the Tourism & Hospitality Context	4
6.	Interviews for tourism and hospitality studies, product & competitors' study	2
7.	Marketing plan and promotional plan for tourism & hospitality projects	2
8.	Technical Study: An Introduction and starting up your operational tactics	2
9.	Tourist, Guest, and Visitor Experience	2
10.	Project revenue, cost, and gross profit calculations	2

Total	33

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Classroom activity (quizzes- problem solving- attendance)	Every week	15%
2.	Mid-term Submission	Week 6	15%
3.	Pre-final Submission	Week 11	10%
4	Final exam	Exams week	60%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Otto, M. (2009). Feasibility Study and Future Projections of Suborbital Space Tourism at the Example of Virgin Galactic. Diplomica Verlag. ISBN-10: 3836667231. ISBN-13: 978-3836667234

Baker, K. (2000). Project Evaluation and Feasibility Analysis for Hospitality Operations. Hospitality Press. ISBN-10: 186250489X. ISBN-13: 978-1862504899.

Walker, J. R. and Lunberg, D. E. (2000). The Restaurant: From Concept to Operation (3rd ed.). Wiley. ISBN-10: 0471356069. ISBN-13: 978-0471356066

Simon, L. (2006). The Restaurant Dream?. Atlantic Publishing Companny (Illustrated edition). ISBN-10: 0910627835. ISBN-13: 978-0910627832

Clarke, A. and Chen, W. (2007). International Hospitality Management: concepts and cases. Butterworth-Heinemann. ISBN-10: 0750666757 . ISBN-13: 978- 0750666756

Arthur, L. and Brown, D. R. (2005).The Professional Caterer's Handbook: How to Open and Operate a Financially Successful Catering Business (Illustrated Edition). Atlantic Publishing Company. ISBN-10: 0910627606. ISBN-13: 978-0910627603. |

	PCH Publications (ed.) (2007). Feasibility Study Preparation and Analysis. PCH Publications . ASIN: B000VFH16K 7
	Fullen, S. (2004). Opening a Restaurant or Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan & Feasibility Study. Atlantic Publishing Group Inc. ISBN-10: 0910627363. ISBN-13: 978-0910627368
	Lawson, F. (1998). Hotels and Resorts Planning Design and Refurbishments. Butterworth Architecture
Supportive References	Materials - Cornell Hospitality Quarterly (Peer Reviewed Journal) Previous Years Graduation Projects in the department
Electronic Materials	Hospitality News & Business Insights by EHL
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom with max of 30 seats- Active Learning Halls
Technology equipment (projector, smart board, software)	Data-show, Video and scientific films, White board, flipchart, Blue glue; Markers
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture. At the end of the

Assessment Areas/Issues	Assessor	Assessment Methods
		semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome
Effectiveness of Students assessment	Department council	Providing samples all kind of assessment in the departmental course portfolio of each course. Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited to review the accuracy of the grading policy.
Quality of learning resources	Course teachers	Discussions within group of faculty teaching the course.
The extent to which CLOs have been achieved	Department council	Reviewing course profile and verifying its content and its compatibility to the standardsof quality
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	