



Course Specifications

Course Title:	Hospitality Graduation Project 1
Course Code:	
Program:	Bachelors of Tourism and Hospitality Management: Minor Specialization Hotel Management
Department:	Tourism and Hospitality Management
College:	Collage of Business
Institution:	Umm Al-Qura University

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	6
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	7
G. Course Quality Evaluation	7
H. Specification Approval Data	6

A. Course Identification

1. Credit hours:			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
3. Level/year at which this course is offered: 10 th Semester /4 th Year			
4. Pre-requisites for this course (if any):			
5. Co-requisites for this course (if any):			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	30	100%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course 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 “Hospitality 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.

2. Course Main Objective

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 “Hospitality Graduation project 2 course”.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define essential terms related to feasibility study in the hospitality context	K-1
1.2	Memorize and define the components of the Marketing plan for hospitality Projects	K-2
1.3	Identify the best market research methods meeting the nature of hospitality projects.	K-3
1...		
2	Skills :	
2.1	Write a marketing study fulfilling the criteria of hospitality projects' feasibility study.	S-1
2.2	Identify the differences between the nature of business at different hospitality projects and its reflections on the components of the written graduation project.	S2
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
2...		
3	Values:	
3.1	Develop power points and written reports to reflect his belief in creative thinking, entrepreneurship and feasibility study.	V-1

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	2
2	The process of the feasibility study in hospitality industry	2
3	Creative thinking to develop a project idea in hospitality	2
4	KT Decision Analysis Technique to choose the project idea	2
5	Hospitality Projects Site Analysis	2
6	Introduction towards Marketing Study	1
7	Market Study	2
8	Using Hospitality Statistics and Reports	1
9	Survey Design Customized for the Hospitality Context	2
10	Interviews for Hospitality Market Studies	2
11	Hospitality Products Study	1
12	Competition Analysis	2
13	Marketing Plan for Hospitality Enterprises	2
14	Designing a promotional plan for hospitality projects and the summary of marketing budget	2
15	Technical Study: An Introduction and starting up your operational tactics (Finalizing hospitality graduation project 1 and starting preparation for hospitality graduation project 2 course)	4
Total		30

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define essential terms related to feasibly study in the hospitality context	Active Learning strategies eLearning strategies Watsapp Learning	Exams Team Work Assignments Course Work In Class Activities
1.2	Memorize and define the components of the Marketing plan for hospitality Projects	Active Learning strategies	Exams Team Work Assignments Course Work In Class Activities
1.3	Identify the best market research methods meeting the nature of hospitality projects.	Active Learning strategies eLearning strategies Watsapp Learning	Exams Team Work Assignments Course Work In Class Activities
...			
2.0	Skills :		
2.1	Write a marketing study fulfilling the criteria of hospitality projects' feasibility study.	Active Learning strategies eLearning strategies Watsapp Learning	Exams Team Work Assignments Course Work In Class Activities
2.2	Identify the differences between the nature of business at different hospitality projects and its reflections on the components of the written graduation project.	Active Learning strategies eLearning strategies Watsapp Learning	Exams Team Work Assignments Course Work In Class Activities
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	Active Learning strategies	Exams Team Work Assignments Course Work In Class Activities
...			
3.0	Values:		
3.1	Develop power points and written reports to reflect his belief in creative thinking, entrepreneurship and feasibility study.	Active Learning strategies	Exams Team Work Assignments Course Work In Class Activities
3.2			
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	In Class activities (Semi Weekly written Tasks and presentations; Black Board interaction and tasks; Watsapp Interaction)	Every week	20%
2	Mid Term exam (Project progress discussion)	5 th Week	10%
3	Pre-Final Exam (Project Finalizing discussion)	9 th Week	10%
4	Project Presentation and assessment	12th week from each semester	60%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours (1 hr/week).
- E-mail (available).
- Watsapp

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	<p>•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</p> <p>•Baker, K. (2000). Project Evaluation and Feasibility Analysis for Hospitality Operations. Hospitality Press. ISBN-10: 186250489X. ISBN-13: 978-1862504899.</p> <p>Walker, J. R. and Lunberg, D. E. (2000). The Restaurant: From Concept to Operation (3rd ed.). Wiley. ISBN-10: 0471356069. ISBN-13: 978-0471356066</p> <p>Simon, L. (2006). The Restaurant Dream?. Atlantic Publishing Company (Illustrated edition). ISBN-10: 0910627835. ISBN-13: 978-0910627832</p> <p>•Clarke, A. and Chen, W. (2007). International Hospitality Management: concepts and cases. Butterworth-Heinemann. ISBN-10: 0750666757 . ISBN-13: 978-0750666756</p> <p>•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</p>
---------------------------	--

	<p>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</p> <p>Lawson, F. (1998). Hotels and Resorts Planning Design and Refurbishments. Butterworth Architecture</p>
Essential References Materials	<p>- Cornell Hospitality Quarterly (Peer Reviewed Journal)</p> <p>- Previous Years Graduation Projects in the department</p>
Electronic Materials	<p>- American Hotels and Lodging Association Website and data base. https://hospitalityinsights.ehl.edu</p>
Other Learning Materials	

2. Facilities Required

Item	Resources
<p>Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p>	Class room with max of 20 seats- Active Learning Halls
<p>Technology Resources (AV, data show, Smart Board, software, etc.)</p>	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.
<p>Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Questionnaire
Quality of learning resources	Faculty	Questionnaire
Extent of achievement of course learning outcomes	Faculty	Exams & Students performance

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	