هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

اعتماد
NCAAA

T4
2020

Course Specifications

Course Title:	Strategic planning for Tourism & Hospitality enterprises
Course Code:	
Program:	B.Sc of Tourism and Hospitality Management-
Department:	Tourism & Hospitality Management
College:	College of Business
Institution:	Umm Al-Qura University

Table of Contents

A. Course Identification

1. Credit hours: 3	

2. Course type

a.   University ☐   College ☐   Department ■   Others ☐

b.   Required ☐   Elective ☐

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

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	33	%100

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	
2	Laboratory/Studio	
3	Tutorial	
4	Others (Active learning)	33
	Total	33

B. Course Objectives and Learning Outcomes

1. Course Description

Strategic planning for tourism & hospitality enterprises is an active learning course that is designed to provide students with the basic knowledge and skills to create a practical and creative strategic plan for tourism and hospitality businesses using contemporary knowledge in a dynamic and competitive market

2. Course Main Objective

The course is dedicated to provide students with the basic knowledge to construct creative strategic plan for their tourism and hospitality enterprises in a dynamic and competitive environment

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	

	CLOs	Aligned PLOs
1.1	The ability to define strategy and strategic planning	
1.2	Writing vision, missing, strategic & action objectives for tourism & hospitality enterprises	
1.3	Construct a comprehensive strategic plan for a tourism & hospitality business	
2	**Skills :**	
2.1	Prioritizing operative decisions based on vision, strategic goals, & mission	
2.2	Differentiating between strategic and action operating levels	
3	**Values:**	
3.1	Taking a leadership/managerial role as appropriate.	
3.2	Responsibility for own learning.	
3.3	Adhere to ethical standards of behavior.	

C. Course Content

No	List of Topics	Contact Hours
1	Course Introduction	3
2	Defining Strategic management and strategic planning	3
3	Strategic environment Analysis (SWOT & PESTLE) analysis	3
4	Vision, Mission, & Values	3
5	Strategic Goals	3
6	Action Goals	3
7	Action Plan	3
8	Operational Plan	3
9	Key Performance Indicators	3
10	Development methods	3
11	Futuristic perspectives of strategic planning	3
	Total	33

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	The ability to define strategy and strategic planning	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Writing vision, missing, strategic & executive objectives for tourism & hospitality enterprises	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Construct a comprehensive strategic plan for a tourism & hospitality business	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	**Skills**		
2.1	Prioritizing operative decisions based on vision, strategic goals, & mission ding and pricing a tourist program	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.2	Differentiating between strategic and executive operating levels	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	**Values**		
3.1	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	Course rules introduction	Teamwork, Assignments, and Coursework

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Individual Essay	3	5%
2	Individual Essay	5	5%
3	1st Quiz	7	15%
4	2nd Quiz	13	15%
5	Group Assignment	11	10%
6	Class activities	All weeks	10%
7	Final Exam	Exams period	40%

*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 :

1.5 hours/ office hours to provide students with any help needed for the course and academic consultations

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	• *Fazan, I. (Editor)in Chief).* Olsen, M. and Zhao, J. (eds.). (2011). *Handbook of Hospitality Strategic Management.* Elsevier. • Fombrun, C. J. (2006). Corporate Reputations as Economic Assets. In: M. A. Hitt, R. E Freeman And J. S. Harrison (Eds.). *The Blackwell Handbook of Strategic Management.* Blackwell. • Morrison, J. L. (1992). Environmental scanning. In M. A. Whitely, J. D. Porter, and R. H. Fenske (Eds.), *A primer*

	for new institutional researchers (pp. 86-99). Tallahassee, Florida: The Association for Institutional Research. • Strategic Management for Hospitality and Tourism, FevziOkumus, 2010, Tailor and Francis • HospitalityStrategic Management: Concepts and Cases, Cathy A. Enz, 2009, Wiley • Cases in Hospitality and Tourism Management, Robert M. O'Halloran, Ken Jarvis, and Amy M. Allen-Chabot, 2006, Prentice Hall
Essential References Materials	
Electronic Materials	
Other Learning Materials	HOTS simulation software.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	- Active learning classes - Computer Laboratory with HOTS system - Internet connection
Technology Resources (AV, data show, Smart Board, software, etc.)	HOTS simulation system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods

Strategies for Obtaining Student Feedback on 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 semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome
Strategies for Evaluation of Teaching by the Instructor or by the Department	Instructor, and Department committee	Peer Observation Guidelinesand Recommendations Classroom Observation Instruments Reviews by the departmentcouncil of course materials(e.g., syllabi, assignments, activities) Discussions within group of faculty teaching the course
Reviews by the departmentcouncil of course materials (e.g., syllabi, assignments,activities)	Course teachers	Discussions within group of faculty teaching the course.
Processes for Verifying Standards of Student Achievement (e.g. check marking by an independentmember teaching staff of asample of student work,	Department council	Providing samples all kind of assessment in the departmental course portfolio of each course.

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)

Course Specifications

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	