اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Hospitality Operations Management	
Course Code:		
Program:	Tourism and Hospitality Management	
Department:	Tourism and Hospitality Management	
College:	College of Business	
Institution:	Umm Al-Qura University	

Table of Contents

A. Course Identification

1. Credit hours:	
2. Course type	
a. University ☐ College ☐ Department 🟥 Others ☐	
b. Required 🟥 Elective ☐	
3. Level/year at which this course is offered: 2nd year/5th semester	
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	30	100%
3	E-learning		
4	Distance learning		
5	Other		

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
This course is designed to give students a great depth and detailed overview about all the operating departments of a hotel and their interrelationships. Students will explore in a descriptive manner the responsibilities of each department and how and why their interactions are imperative. Students will examine the differences in operations of different types and sizes of hotels from limited to full service hotels.

2. Course Main Objective
- Critically analyze operational management practices in the hospitality industry.
- Demonstrate knowledge of the operational environment in the hospitality sector and the implications of current trends.
- Assess effective strategies to manage the responsibilities of hospitality operations.
- Describe the interface between operations and the customer in most areas of hospitality and tourism.

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- Explain where and how the customer comes into contact with operations in hospitality and tourism
- Identify examples of how operating systems can have an impact on customer service and customer satisfaction in the context of tourism and hospitality.
- Identify the extent of technological change over the past decade and its impact on the tourism and hospitality sector.
- Understand the role of customer feedback in enhancing services and operations in travel, tourism and hospitality.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	A broad understanding of the field of hotel operation management, including how other disciplines relate to the field of study.	
1.2	A comprehensive and in-depth knowledge in the field of hotel operation management	
1.3	An appreciation of the link between theory and practice in the field of hotel management operations.	
1...		
2	**Skills :**	
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	
2.2	Demonstrate and apply analytical and critical thinking and synthesis of understandings in the fields of tourism and hospitality.	
2.3	Identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalize appropriately .	
2...		
3	**Values:**	
3.1	Value and practice active listening, critical thinking, and critical reading.	
3.2	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	
3.3	Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	The hotel industry : overview and professional career opportunities	3
2	Rooms Division Management	3
3	Revenue management	2
4	Handling Customer complaints	2
5	Housekeeping	2
6	Food and Beverage	3
7	Marketing and Sales	3
8	Safety and property security	3
9	Accounting	3
10	Franchise agreements and management contracts	3

11	Managing in the global hotel industry	3
	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	A broad understanding of the field of hotel operation management, including how other disciplines relate to the field of study.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in the field of hotel operation management	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between theory and practice in the field of hotel management operations.	Active Learning strategies	Exams Team Work Assignments Course Work
2.0	**Skills**		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis of understandings in the fields of tourism and hospitality.	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalize appropriately .	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	**Values**		
3.1	Value and practice active listening, critical thinking, and critical reading.	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks	Active Learning strategies	Exams Team Work Assignments Course Work

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
4	Research Project (Group)	10	10%
5	Final exam	12	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 :

- The course director is available at his office for 8 hours a week (office hours) to help and support students.
- The course director communicates continually with students through e-mail, Watsapp and the university's e-learning portal Webex and/or Blackboard to provide guidance to students in different issues in regards to the course materials.
- The academic advising unit is also offering the consultation service to the college students.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	• Michael Chibili, Shane de Bruyn, Latifa Benhadda, Conrad Lashley, Saskia Penninga, and Bill Rowson (2019) Modern Hotel Operations Management, 1st Edition, Routledge-Noordhoff • Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons.
Essential References Materials	• Cornell Hotel and Restaurant Administration Quarterly • Hospitality Review • International Journal of Hospitality Management • International Journal of Contemporary Hospitality Management • Managing Service Quality • Service Industries Journal
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	- Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers
Technology Resources (AV, data show, Smart Board, software, etc.)	- Data-show - Video and scientific films - White board

Item	Resources
	- flip chart - Blue glue; Markers
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
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
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	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
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.

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)

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H. Specification Approval Data

Council / Committee	
Reference No.	
Date	