

COURSE SPECIFICATION

Name of institution	Mahidol University International College Mahidol University
Campus/faculty/department	Tourism and Hospitality Management Division

Section 1 General Information

1. Course code and course title

Thai:	ICHI 321 การจัดการธุรกิจที่พัก
English:	ICHI 321 Lodging Property Management

- 2. Number of credit** 4 (3-2-7)
(Lecture 3 hour – Laboratory 2 hours/Self study 7 hours/ week)

3. Curriculum and type of subject

3.1 Curriculum	Offer in the International Hospitality Management curriculum at the bachelor's level (International Program)
3.2 Type of Subject	Elective Course

- 4. Responsible faculty member** Dr. Pisut Yuwanond

5. Trimester / year of study

5.1 Trimester	1,2,3 / every academic year
5.2 Number of students	Maximum 40 students

- 6. Pre-requisite** ICHT 232 Introduction to Hospitality and Tourism Industry

- 7. Co-requisite** -

- 8. Venue of study** Mahidol University International College, Mahidol University, Salaya Campus

- 9. Date of latest revision** April 2015

Section 2 Goals and Objectives

1. Goals

By the successful completion of this course, students will be able to

1. Obtain an managerial overview of the lodging industry, with the main focus being placed on hotels and resorts;
2. Understand standardization and inspection of hotels and resorts;

3. Understand the organizational structures of hotels and resorts;
4. Understand the management and operations of the front Office department;
5. Understand the management and operations of the housekeeping department;
6. Understand the management and operations of the engineering department;
7. Understand the management and operations of the security department;
8. Understand the management and operations of the food and beverage division;
9. Understand the management and operations of the marketing and sales division;
10. Understand the management and operations of the revenue division;
11. Understand the management and operations of the human resources division; and
12. Understand how general managers view hotels and resorts from their perspectives.

1. Objectives of development/revision

To revise and make necessary changes to the contents of this course in order to make the course updated with the current situations and trends in the lodging industry.

Section 3 Course Management

1. Course descriptions

Organizational structures: management and operations of hotels and resorts, and their various departments; emphasize on management concepts and the decision making.

การจัดการธุรกิจที่พัก โครงสร้างองค์กร การบริหารและปฏิบัติงานของโรงแรมและรีสอร์ทในแผนกต่างๆ เน้นความรู้ด้านแนวความคิดการบริหารและการตัดสินใจ

2. Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
36 (3 hours x 12 weeks)	-	24 (3 one-day field trips)	84 (7 hours x 12 weeks)

3. Number of hours that the lecturer provides individual counseling and guidance

Based on students' requests within the working week (Monday – Friday).

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

By attending and participating in class lectures, field trips, and activities, students will be able to gain an overall understanding of the management and operations of the lodging industry, particularly hotels and resorts, and apply their knowledge learnt in class to build necessary skills essential for managerial success in the lodging industry.

2. Teaching methods

Lectures, case studies, assignments, guest speakers, field trips, oral presentation, textbooks, handouts

3. Evaluation methods

1. Ethics and Morality

1.1 Expected outcomes on ethics and morality

- (1) Have integrity and honesty, and ability to deal with conflicts between own benefits, and morality and ethics
- (2) Have a positive attitude toward the career, express morality and ethics toward work, and treat others consistently
- (3) Be responsible for own work, be a good member, and participate in leadership development activities, and be a good role model for others
- (4) Have a good discipline at work, and follow rules and regulations of organizations and societies

1.2 Teaching methods

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials

- (1) Lectures
- (2) Case studies
- (3) Assignments
- (4) Guest speakers
- (5) Field trips
- (6) Oral presentation
- (7) Textbooks
- (8) Handouts

1.3 Evaluation methods

- (1) Written examination
- (2) Oral presentation
- (3) Class attendance and participation
- (4) Quiz

2. Knowledge

2.1 Expected outcomes on knowledge

- (1) Have up-to-date knowledge in the fields of tourism, hospitality and / or hotels in both theories and practices widely, systematically and internationally
- (2) Have integrated knowledge in other related disciplines

2.2 Teaching methods

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials

- (1) Lectures
- (2) Case studies
- (3) Assignments

- (4) Guest speakers
- (5) Field trips
- (6) Oral presentation
- (7) Textbooks
- (8) Handouts

2.3 Evaluation methods

- (1) Written examination
- (2) Oral presentation
- (3) Class attendance and participation
- (4) Quiz

3. Cognitive Skills

3.1 Expected outcomes on cognitive skills

- (1) Have ability to process and study information in order to analyze causes of problems and conflicts, and find out preventive measures and proper solutions in both width and depth aspects
- (2) Have ability to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations
- (3) Have ability to apply innovations from the business sectors and other relating disciplines in order to develop work skills efficiently

3.2 Teaching methods

- (1) Lectures
- (2) Case studies
- (3) Assignments
- (4) Guest speakers
- (5) Field trips
- (6) Oral presentation
- (7) Textbooks
- (8) Handouts

3.3 Evaluation methods

- (1) Written examination
- (2) Oral presentation
- (3) Class attendance and participation
- (4) Quiz

4. Interpersonal Skills and Responsibility

4.1 Expected outcomes on interpersonal relationship and responsibility

- (1) Have ability to work, and be responsible for own assigned work, duties and roles in the workgroup appropriately, including participating in helping work colleagues and solving group problems
- (2) Have ability to develop oneself and the career field to be up-to-date continuously and compatible with international standards

4.2 Teaching methods

- (1) Lectures
- (2) Case studies
- (3) Assignments
- (4) Guest speakers
- (5) Field trips
- (6) Oral presentation
- (7) Textbooks
- (8) Handouts

4.3 Evaluation methods

- (1) Written examination
- (2) Oral presentation
- (3) Class attendance and participation
- (4) Quiz

5. Numerical Analysis, Communication, and Information Technology Skills

5.1 Expected outcome on numerical analysis, communication, and information technology skills

- (1) Have ability to use Thai and foreign languages in listening, speaking, reading and writing, and make effective summaries and conclusions
- (2) Have ability to communicate with foreigners appropriately in accordance with situations and cultures
- (3) Have ability to use information technology in communication, choose appropriate kind of presentation for each topic, considering differences of audience

5.2 Teaching methods

- (1) Lectures
- (2) Case studies
- (3) Assignments
- (4) Guest speakers
- (5) Field trips
- (6) Oral presentation
- (7) Textbooks
- (8) Handouts

3.3 Evaluation methods

- (1) Written examination
- (2) Oral presentation
- (3) Class attendance and participation
- (4) Quiz

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours	Teaching methods/multimedia	Instructor
1	(1) Overview of the Lodging Industry	3	Lectures and Class Discussion	Dr. Pisut Y.
2	(2) Organization Structures of Hotels and Resorts (3) Hotel / Resort Development	3	Lectures and Class Discussion	Dr. Pisut Y.
3	(4) Front Office Management	3	Lectures and Class Discussion	Dr. Pisut Y.
4	(5) Hotel Safety & Security (Guest-Speaking Session # 1)	3	Guest Speakers	Dr. Pisut Y.
5	(6) Housekeeping Management <i>Presentation-preparation Checkpoint</i> <i>Review for the Midterm Exam</i>	3	Lectures and Class Discussion	Dr. Pisut Y.
6	<u>Midterm Examination</u>	3	Written Examination	Dr. Pisut Y.
7	(7) Food & Beverage Management	3	Lectures and Class Discussion	Dr. Pisut Y.
8	(8) Revenue Management (Guest-Speaking Session # 2)	3	Guest Speakers	Dr. Pisut Y.
9	(9) Marketing & Sales Management	3	Guest Speakers	Dr. Pisut Y.
10	Hotel Field Trip	3	Field Trip	Dr. Pisut Y.
11	(10) Human Resources Management	3	Lecture and Class Discussions	Dr. Pisut Y.
12	Team Presentations <i>Review for the Midterm Exam</i>	3	Lecture and Class Discussions	Dr. Pisut Y.
13	<u>Midterm Examination</u>	3	Written Examination	Dr. Pisut Y.

2. Evaluation plan

Expected outcomes	Methods / activities	Week	Percentage
1	Class attendance and participation	Every week	10
2	Midterm examination	6	35
3	Oral presentation	12	20
4	Final examination	13	35

Section 6 Teaching Materials and Resources

1. Texts and main documents

Mill, R. (2008). *Resorts Management and Operation*. New York: John Wiley & Sons.
O'Fallon, M., Rutherford, D. (2010). *Hotel Management and Operations*. New York:

John Wiley & Sons.

2. Documents and important information

- 1) Examples from textbooks, newspapers and online sources
- 2) Students' work
- 3) Assessment criteria for evaluations

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- 1) Lecturer's ability to explain concepts and contents of the course
- 2) Lecturer's ability to gain class participation from students
- 3) Student evaluation
- 4) Students' successful completion of the course

2. Evaluation strategies in teaching methods

- 1) Student feedback
- 2) Students' class-participation

3. Improvement of teaching methods

- 1) Keep getting feedback from students
- 2) Self-observation in class

4. Evaluation of students' learning outcome

- 1) Participation in class and group discussion
- 2) Quizzes
- 3) Group Assignments
- 4) Presentations
- 5) Examinations

5. Review and improvement for better outcome

Sharing and discuss among colleagues (other lecturers) within and outside the same college to seek for new ideas or teaching/learning techniques

