

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL HOTEL OPERATIONS	Instructor	JUAN, PIN-JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	♦ Selective ♦ One Semester ♦ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills.			
Course Introduction	This course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check out and settlement. The course also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front operations and to human resources management. Front office procedures and management are placed within the context of the overall operation of a hotel.		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	1.let students know about how'st the front office management work. 2.Front office procedures and management are placed within the context of the overall operation of a hotel.	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1.let students know about how'st the front office management work. 2.Front office procedures and management are placed within the context of the overall operation of a hotel.	Lecture, Discussion, Appreciation, Simulation, Practicum	Written test, Practicum, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students			
Essential Qualities of TKU Students		Description	
◆ A global perspective		Helping students develop a broader perspective from which to understand international affairs and global development.	
◇ Information literacy		Becoming adept at using information technology and learning the proper way to process information.	
◆ A vision for the future		Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.	
◇ Moral integrity		Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.	
◆ Independent thinking		Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.	
◆ A cheerful attitude and healthy lifestyle		Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.	
◆ A spirit of teamwork and dedication		Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.	
◆ A sense of aesthetic appreciation		Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.	
Course Schedule			
Week	Date	Subject/Topics	Note
1	108/02/18 ~ 108/02/24	Introduction to Front Office; The Lodging Industry	
2	108/02/25 ~ 108/03/03	Hotel Organization	
3	108/03/04 ~ 108/03/10	Front Office Operations	
4	108/03/11 ~ 108/03/17	Reservations	
5	108/03/18 ~ 108/03/24	Registration	
6	108/03/25 ~ 108/03/31	Registration	
7	108/04/01 ~ 108/04/07	Communications and Guest Services	
8	108/04/08 ~ 108/04/14	Security and the Lodging Industry	
9	108/04/15 ~ 108/04/21	Front Office Accounting	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Check-Out and Account Settlement	
12	108/05/06 ~ 108/05/12	The Front Office Audit	

13	108/05/13 ~ 108/05/19	Planning and Evaluating Operations	
14	108/05/20 ~ 108/05/26	Practice of Housekeeping	
15	108/05/27 ~ 108/06/02	Practice of Housekeeping	
16	108/06/03 ~ 108/06/09	Practice of Housekeeping	
17	108/06/10 ~ 108/06/16	Practice of Housekeeping	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	<p>請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。</p> <p>If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Kasavana, M. L., and Brookds, R. M. (2005), Managing Front Office Operations. 7th edition. Educational Institute American Hotel & Lodging Association.		
Reference(s)			
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		