

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	HOTEL MANANGEMENT AND OPERATION	Instructor	JUAN, PIN-JU
Course Class	TQTXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Required ◆ One Semester
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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:40.00) E. Tourism management skills.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:40.00) 3. A vision for the future. (ratio:20.00) 5.Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			
Course Introduction	The purpose of this course is to provide guidance to the students who are looking for a future career in the hospitality industry. Knowledge of the hotel history leads to a better understanding of the present. The introduction of the function of every department at the hotel, such as Front Office, Housekeeping, Engineering Food & Beverage, Sales & Marketing, Human Resources, will help students get the whole picture of the hotel operation. Besides being an introduction to the hospitality industry, managerial skills such as communication skills, interpersonal skills will also be discussed.		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	1.Introduction Hotel Industry.	Cognitive
2	2.Introduction different department and founctions in the hotel.	Psychomotor
3	3.Internationalization	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1357	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ABCDE	1357	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ABCDE	1357	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Organization and Structure	

2	108/09/16 ~ 108/09/22	Organization and Structure	
3	108/09/23 ~ 108/09/29	Careers	
4	108/09/30 ~ 108/10/06	The Guest Cycle	
5	108/10/07 ~ 108/10/13	The Guest Cycle	
6	108/10/14 ~ 108/10/20	Telecommunications	
7	108/10/21 ~ 108/10/27	Telecommunications	
8	108/10/28 ~ 108/11/03	Reservations	
9	108/11/04 ~ 108/11/10	Reservations	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Registration	
12	108/11/25 ~ 108/12/01	Registration	
13	108/12/02 ~ 108/12/08	Registration	
14	108/12/09 ~ 108/12/15	Check-Out and Settlement	
15	108/12/16 ~ 108/12/22	Check-Out and Settlement	
16	108/12/23 ~ 108/12/29	The Night Audit	
17	108/12/30 ~ 109/01/05	The Night Audit	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement		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.	
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Year One (1999), Lodging Management Program. Michigan: Educational Institute of the American Hotel & Motel Association.	
References		John R. Walker (2009). Introduction to Hospitality. 5th Edition. (華泰文化), Pearson Education Inc. Chuck Y. Gee. (2008). International Hotels Development and Management. 2nd edition. (Educational Institute of the American Hotel & Lodging Association)	

Number of Assignment(s)	18 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 20.0 %</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>