

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	HOTEL MANANGEMENT AND OPERATION	Instructor	JUAN, PIN-JU
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG1 No poverty		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> 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:30.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00) 			

Course Introduction	This class is mainly focused on the introduction of the Hotel Operations and Management including hotels' business operations and from check-in to check-out. The topics includes organization and structure, guest service, careers, the guest cycle, telecommunications, reservations, registration, check-out and settlement, the night audit, housekeeping management, housekeeping inventory, guestroom cleaning, on-premises laundry management, carpet construction and maintenance.
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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. Overview of lodging management	Cognitive
2	2. Introduction different departments and functions in the hotel.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ABCDE	12345678	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	111/09/05 ~ 111/09/11	Course Orientation	9/9 中秋節逢週六(補假一天)
2	111/09/12 ~ 111/09/18	CH. 1 Organization and Structure	9/16 Guest Speaker from AH&LA
3	111/09/19 ~ 111/09/25	CH. 1 Organization and Structure	
4	111/09/26 ~ 111/10/02	CH. 2 Guest Service	
5	111/10/03 ~ 111/10/09	CH. 3 Careers	10/5 Quiz of CH 1
6	111/10/10 ~ 111/10/16	CH. 3 Careers	10/14 Field Trip
7	111/10/17 ~ 111/10/23	CH. 4 The Guest Cycle	10/19 Quiz of CH 2
8	111/10/24 ~ 111/10/30	CH. 4 The Guest Cycle	10/26 No Class 校外教學 補課
9	111/10/31 ~ 111/11/06	CH. 5 Telecommunications	11/02 Quiz of CH 3
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	CH. 6 Reservations	
12	111/11/21 ~ 111/11/27	CH. 6 Reservations	11/23 Quiz of CH 5 11/25 No Class 校外教學 補課
13	111/11/28 ~ 111/12/04	CH. 7 Registration CH. 8 Check-Out and Settlement	
14	111/12/05 ~ 111/12/11	CH. 7 Registration	12/07 Quiz of CH 6
15	111/12/12 ~ 111/12/18	CH. 8 Check-Out and Settlement	12/14 Quiz of CH 7
16	111/12/19 ~ 111/12/25	CH. 9 The Night Audit	12/21 Quiz of CH 8
17	111/12/26 ~ 112/01/01	CH. 10 Housekeeping Management	12/28 No Class 校外教學 補課 12/29 Quiz of CH 9
18	112/01/02 ~ 112/01/08	Final Exam Week	

Requirement	<p>1.每節課必點名·並會於期末進行扣考·若進入扣考名單管理學學期成績必會是0分 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> <p>2. (1)每次上完課會有針對當天課程內容之課堂作業·完成後才下課 (2)小考:每一章節講解完成後會有小考</p> <p>3.期中考試 Midterm (1)50分鐘作答 50 mins (2)20題單選題 20 single choices</p> <p>4.期末考試 Final Exam (1)50分鐘作答 50 mins (2)20題單選題 20 single choices</p>
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Year One (1999), Lodging Management Program. Michigan: Educational Institute of the American Hotel & Motel Association.
References	<p>John R. Walker (2009). Introduction to Hospitality. 5th Edition. (華泰文化), Pearson Education Inc.</p> <p>Chuck Y. Gee. (2008). International Hotels Development and Management. 2nd edition. (Educational Institute of the American Hotel & Lodging Association)</p>
Number of Assignment(s)	36 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : %</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>