

Tamkang University Academic Year 113, 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 ◆ 3 Credits
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 mainly focuses on introducing hotel operations and management, including hotels' business operations. The topics include 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	113/09/09 ~ 113/09/15	Course Orientation	
2	113/09/16 ~ 113/09/22	CH. 1 Organization and Structure	
3	113/09/23 ~ 113/09/29	CH. 1 Organization and Structure	9/25 Guest Speaker from AH&LA
4	113/09/30 ~ 113/10/06	CH. 2 Guest Service	10/3 Quiz of CH 1
5	113/10/07 ~ 113/10/13	CH. 3 Careers	Double Tenth Day on 10/10
6	113/10/14 ~ 113/10/20	CH. 3 Careers	
7	113/10/21 ~ 113/10/27	CH. 4 The Guest Cycle	10/24 Quiz of CH 2
8	113/10/28 ~ 113/11/03	CH. 4 The Guest Cycle	10/31 Quiz of CH 3
9	113/11/04 ~ 113/11/10	Midterm Exam Week	11/6 Quiz of CH 4
10	113/11/11 ~ 113/11/17	CH. 5 Telecommunications	
11	113/11/18 ~ 113/11/24	CH. 6 Reservations	
12	113/11/25 ~ 113/12/01	CH. 7 Registration	11/28 Quiz of CH 5
13	113/12/02 ~ 113/12/08	CH. 7 Registration	12/05 Quiz of CH 6
14	113/12/09 ~ 113/12/15	CH. 8 Check-Out and Settlement	12/12 Quiz of CH 7
15	113/12/16 ~ 113/12/22	CH. 8 Check-Out and Settlement	12/19 Quiz of CH 8
16	113/12/23 ~ 113/12/29	CH. 9 The Night Audit	12/26 Quiz of CH 9
17	113/12/30 ~ 114/01/05	Final Exam Week	1/1 New Year's Day
18	114/01/06 ~ 114/01/12	Flex week, learning activities should be arranged.	
Key capabilities	self-directed learning		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)		

Distinctive teaching	Collaborative teaching (multiple teachers and business teachers in the school) course
Course Content	Logical Thinking
Requirement	<p>1.每節課必點名·容許5次缺課·若超過該科目必定不及格· I will make a roll call every time, if you miss over 5 times, this course must be failed.</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 Quiz: each chapter must have a quiz. 3.沒有期中考試 No Midterm, but we have a field trip. 4.期末考試 We have a Final Exam</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks, Presentations, Handouts, Videos</p> <p>Using teaching materials from other writers:Textbooks, Presentations, Handouts, Videos</p>
References	Bridgette Redman (1999), Lodging Management Program Year One. Michigan: Educational Institute of the American Hotel & Motel Association.
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 45.0 % ◆ Midterm Exam : 5.0 %</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>