



Course Specification

Course Title Hospitality Strategic Management

Course Code 3573412

Semester 2nd Academic Year 2561

Bachelor of Arts Programme in Hospitality Management
(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

Content

		Page
Section 1	General information	3
Section 2	Aims and Objectives	4
Section 3	Course Description and Implementation	4
Section 4	Development of Students' Learning Outcomes	5
Section 5	Teaching and Evaluation Plans	7
Section 6	Teaching Materials and Resources	13
Section 7	Evaluation and Improvement of Course Management	14

Course Specification

Name of institution Suan Dusit University
 Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3573412 Hospitality Strategic Management

2. Number of credits

3(3-0-6)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject Core course

4. Responsible faculty members

4.1 course coordinator Dr.Jirusth Sirasirirusth

4.2 Instructors Dr.Jirusth Sirasirirusth Section A1

5. Semester / year of study

Semester 2nd academic year 2561 / 3th

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

Nov 25, 2018

Section 2 Aims and Objectives

1. Aims of the Course

After successful completion of this course, students will be able to :

- Enable to understand the introduction of key concepts associated with global tourism and hospitality strategic management and the practical experience of analysis in, and application to, contemporary case studies.
- Enable to examine application of tourism and hospitality strategic management concepts and practice to the operation of key organizations and enterprises in various to tourism and hospitality industry sectors.
- Enable to encourage creative strategic management problem solving in preparation for graduate entry into the workforce.
- Enable to understand and have awareness of hospitality and tourism management professional standards and ethics and as well as able to work as a team and motivate others to work.
- Enable to apply analytical tools and conceptual frameworks to solve business problems.

2. Objectives of Course Development/Modification

To add the information technology as well as active learning is given during class discussion. The course is designed to be appropriate and up-to-date with the current situation.

Section 3: Course Description and Implementation

1. Course Description

Concepts, forms and components in relation to hospitality strategic management; identifying vision and mission, setting goal, analyzing internal and external environment, generating and selecting strategies in different levels for sustainable competitive advantage, implementing the most excellent strategies under moral and business ethics.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45	-	-	90

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

The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed at the first section.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
- (4) To be disciplined and follow the organisational and social rules and regulations.

1.2 Teaching methods

Apply moral conscience and ethics during class discussion. Given individual and group assignments for Honest, Responsibility for assigned tasks. As well as, Punctuality in delivery and attendance.

1.3 Evaluation methods

Observation and deliberation are comply during class discussion. Punctuality in delivery and attendance.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organisational behavioural and interpersonal skills, international marketing, tourist behaviour and related skills systematically and globally.
- (2) To be able to integrate knowledge of hospitality with other related fields.
- (3) To understand research designs and methodology in order to solve organisation problems and to develop organisation knowledge management.

2.2 Teaching methods

- (1) Teaching by lecture and use of teaching materials such as textbooks, PowerPoint, etc.
- (2) Discussion of key issues related to the subject matter;
- (3) Assigning to students, both individual and group work.

2.3 Evaluation methods

- (1) Analyze of individual performance / assigned tasks.
- (2) Mid-term and Final exam test

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

● (1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

(2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

● (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

(1) Case study analysis

(2) Delegate tasks related to the use of acquired knowledge to solve problems of hospitality business.

3.3 Evaluation methods

(1) Analysis of case study and assignments

(2) Final examination by focusing on the exam with the analysis and application of the knowledge and the content of the lessons learned.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

○ (1) To be able to work with others and solve the problems both as a good leader and a good team member.

● (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

Assigned to work together as a group. The emphasis is on the knowledge learned in the subject and the application of knowledge. As well as, the discussion and presentation of group work are applied.

4.3 Evaluation methods

Assess the behavior in the classroom. Group activities in discussions and presentations are applied.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

● (3) To be able to use information technology suitably in different operations.

(4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

(1) Assign students to self-study from E-Learning websites and giving class activities by using the knowledge gained from the study in the subject matter.

(2) Required students to perform their work by using the appropriate format and technology.

5.3 Evaluation methods

Evaluate the assignment and presentation in the class are required.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	Course introduction and Overview -Course syllabus overview -Course objective and evaluation -Introduction to Hospitality Strategic Management Learning Outcome Students are able to understand and write Mind Map.	3	Teaching & Learning Activities 1. Introduction Purpose of Teaching and Evaluation 2. Describe and discuss students' issues related to the subject. 3. Assign students to create a Mind Map. Instructional Media PowerPoint Presentation from textbook and Course outline	Dr.Jirusth Sirasirirusth
2	Strategic Management in Hospitality and Tourism The Hospitality and Tourism Industry Context Learning Outcome Students are able to understand Strategic Management in Hospitality and Tourism	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the	Dr.Jirusth Sirasirirusth

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			student 3. Q&A 4. Summary	
3	Environmental Scanning Environmental Assessment Learning Outcome Students are able to understand Environmental Scanning and Environmental Assessment	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
4	The external environment analysis The internal environment analysis Learning Outcome Students are able to understand The external and The internal environment analysis	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
5	Strategy and Competitive Advantage – Generic competitive strategies Learning Outcome Students are able to understand Strategy and	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies.	Dr.Jirusth Sirasirirusth

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	Competitive Advantage.		Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	
6	Strategy and Competitive Advantage (Con't.) plus Studied visit @ Rayong Learning Outcome Students are able to appreciate the actual Strategy and Competitive Advantage.	3	Teaching & Learning Activities Describe and discuss students' issues related to the subject. Instructional Media 1.Lecture by Guest speaker 2. Group activities 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
7	Business-Level Strategies Learning Outcome Students are able to understand Business-Level Strategies	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
8	Corporate-Level Strategies Learning Outcome Students are able to understand Corporate-Level Strategies	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media	Dr.Jirusth Sirasirirusth

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	
9	Strategy Formation – Strategy Formulation Learning Outcome Students are able to understand Strategy Formation	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
10	Strategy Implementation Learning Outcome Students are able to understand Strategy Implementation	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
11	Integrating Strategic Change Learning Outcome Students are able to	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the	Dr.Jirusth Sirasirirusth

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	understand Integrating Strategic Change		subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	
12	Managing Service Quality Learning Outcome Students are able to understand Managing Service Quality	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
13	Leadership & Strategy Learning Outcome Students are able to understand Leadership & Strategy	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. Q&A	Dr.Jirusth Sirasirirusth

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			4. Summary	
14	Leadership & Strategy (Con't.) Learning Outcome Students are able to understand Leadership & Strategy	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media 1. Lecture with Power point and handout 2. Class participation by the student 3. Q&A 4. Summary	Dr.Jirusth Sirasirirusth
15	Moral and ethics in hospitality strategic management, Course summary, and Project presentation Learning Outcome Students are able to understand Moral and ethics in hospitality strategic management	3	Teaching & Learning Activities Project presentation Instructional Media 1. Class participation by the student 2. Q&A 3. Summary	Dr.Jirusth Sirasirirusth
16	Final Examination			Dr.Jirusth Sirasirirusth

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	Attendance and participation in classroom activities.	Observe on time attendance. Participation in class	1-15	10
2	Individual task	- Evaluate on time	3,5,7,9,11,13	20

	assigned / Sub-test	delivery. - Evaluation of the quality of work / score obtained from the exam.		
3	Group assignment Analysis of Business Case Studies / Business Product Development through Strategic Management Process	- Evaluate on time delivery. - Evaluation of quality of work - Presentation	6,15	40
4	Final examination	Score from the final examination	16	30

Evaluation

Evaluate the learning outcome using the university benchmark score (70%) : Final examination (30%)

Section 6 Teaching Materials and Resources

1. Texts and main documents

Cathy A.ENZ. (2010). Hospital Strategic Management (Concept and cases). John Wiley & Sons, Inc.

2. Documents and important information

1	Thompson, A. A., Peteraf, M. A., Gamble, J. E. & Strickland, A. J. (2014). Crafting and executing strategy: The quest for competitive advantage concepts and cases (19th ed). Singapore: McGraw-Hill Education.
2	Thomas L. Wheelen & David Hunger (2012). Strategic Management and Business Policy (Toward Global Sustainability). Prentice Hall. [ISBN 13: 978-0-13-215322-5]

3. Documents and recommended information

1	Burnes, Bernard (2009). <i>Managing Change – A Strategic Approach to Organizational Dynamics</i> , London: Prentice Hall. [620 p. ISBN 978-0-273-71174-2]
2	Kandampully, Jay (2007). <i>Service Management - The New Paradigm in Hospitality</i> . New Jersey: Pearson/Prentice Hall [378 p. ISBN: 0-13-191654-8]

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Assess the effectiveness of teaching and learning.
- Conversations between instructors and students.
- Students evaluate the instructors' teaching individually through the university online system.

2. Evaluation strategies in teaching methods

Student achievement

3. Improvement of teaching methods

Based on student achievement. As well as, Conversation with students and performance evaluation of teaching and learning.

4. Evaluation of students' learning outcome

- Verification of ratings from Randomly inspect student's work.
- There is a review by a panel of qualified reviewers who are not regular lecturers.

5. Review and improvement for better outcome

- Update the course every year by the recommendation and results of standard verification in accordance with Article 4.
- Invite lecturers or instructors in charge to give students a perspective on the apply knowledge