



Course Specification

Course Title Hotel Operation and Management Simulation

Course Code 3571333

Semester 2nd Academic Year 2018

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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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

3571333 Hotel Operation and Management Simulation

2. Number of credits

3 (2-2-5) (Lecture-Lab-Self-Study)

3. Curriculum and type of subject

3.1 B.A. (Hospitality Management, International Program)

3.2 Type of Subject - Specialized Course

4. Responsible faculty members

4.1 course coordinator Mr. Kraisak Phikul

4.2 Instructors Mr. Kraisak Phikul

5. Semester / year of study

Semester 2 Academic year 2018 / Year 1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Main campus, Suan Dusit University

9. Date of latest revision

November 22, 2018

Section 2 Aims and Objectives

1. Aims of the Course

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

- Be able to apply their holistic knowledge in hotel, hospitality and tourism contexts in order to discuss and formulate strategies and present their strategies.
- Be able to integrate information technology to manage hotel operations effectively and efficiency.
- Develop skills of a self-directed learning, problem solving, teamwork, communication, report writing and presentation.

2. Objectives of Course Development/Modification

1. To provide students with the holistic knowledge in hotel, hospitality and tourism contexts in order to discuss and formulate strategies and present their strategies.
2. To provide students with the information technology to manage hotel operations effectively and efficiency.

Section 3: Course Description and Implementation

1. Course Description

Using Hospitality Operations Training software that simulates the operations of a hotels, this course considers many of vital issues facing management, including front office operations, the lodging cycle and application of yield management principles in forecasting demand. The simulation occurs in a dynamic and competitive environment, demanding decisions to be made in accelerated real time and providing results for analysis through a series of comprehensive management reports.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
30 hours	-	30 hours	75 hours

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

1.1 Learning Outcome of Morality and Ethics

- (1) To realize on good values, moral conscience and ethics.
- (2) To be able to deal with the conflicts that related to profession etiquette.
- (3) To be self and social responsible with good attitude and behavior.

- (4) To be disciplined and follow the organizational and social rules and regulations.

1.2 Teaching Strategies of Learning Development in Morals and Ethics

- (1) Indoctrinate student with honesty.
- (2) Responsibility and team work.
- (3) To be punctual and dress the uniform properly.

1.3 Evaluation Strategies for Learning Outcome of Morals and Ethics

- (1) Evaluate from class attendance, punctual report submissions and participation in class activities.
- (2) Evaluate from students' disciplines.
- (3) Evaluate from plagiarism and examination cheating..
- (4) Evaluate from responsibilities on assigned tasks.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

- (2) To be able to integrate knowledge of hospitality with other related fields.

2.2 Teaching Strategies for Learning Development of Knowledge

- (1) Lecture with various visual aids; Power Point Lectures
- (2) Individual assignments.
- (3) Group discussion and assignments.
- (4) Simulation practices.
- (5) Case study

2.3 Evaluation Strategies for Learning Outcome of Knowledge

The evaluation will be considered from scores of;

- (1) Activities and assignments.
 - (3) Simulation project.
 - (4) Practical examination and final examination.
3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

- (1) To be able to evaluate and analyze 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.

3.2 Teaching methods

- (1) Hospitality business case study and research.
- (2) Simulation training in hospitality business

3.3 Evaluation methods

- (1) Activities and assignments.
- (2) Simulation project.
- (3) Practical examination and final examination.

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 develop continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Demonstrate the ability to work with others
- Demonstrate the responsibility on delegated work
- Be able to suitably adapt to situation and organizational culture of work places
- Demonstrate the human relationship
- Demonstrate the leadership

4.3 Evaluation methods

- (1) Activities and assignments
- (2) Participation of practical class
- (3) Simulation project

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

- (1) To be able to use information technology suitably in different operations.
- (2) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- (1) Manage the operations room from computer practice.

5.3 Evaluation methods

- (1) Simulation project
- (2) Practical class and practical exam.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	- Introduction to Hotel Management Simulation	4	The instructor introduces oneself and gives the course overview. Also explain the course syllabus, inform the assessment and evaluation method, including rule and regulation in class. Inform date and time for giving an advice or guidance.	Aj. Kraisak Phikul
2	- Objectives based Planning in Hotel Operation	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
3	Case Study I: Balance Scorecard	4	1. Direct instruction and Discussion 2. Performance Measurement Analysis 2. Class participation by the student 3. Q&A 4. Summary	Aj. Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	
4	Lodging Cycle and Front Office Operations	4	<ol style="list-style-type: none"> 1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	Aj. Kraisak Phikul
5	Case Study II: Service Blueprint of Hotel Operation	4	<ol style="list-style-type: none"> 1. Direct instruction and Discussion 2. Service Blueprint 3. Class participation by the student 4. Q&A 5. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	Aj. Kraisak Phikul
6	Financial Management in Hotel Operations	4	<ol style="list-style-type: none"> 1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary <ul style="list-style-type: none"> - Individual - Teaching Media - Power point slide 	Aj. Kraisak Phikul
7	Financial management in Hotel Operations (Cont.)	4	<ol style="list-style-type: none"> 1. Direct instruction and Discussion 2. Class participation by 	Aj. Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	
8	Case Study III: Reading of Financial Statements	4	1.Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
9	Revenue Management	4	1.Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
10	Revenue Management (Cont.)	4	1.Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
11	Case Study IV: - Revenue Management Worksheet	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
12	Using Information Technology for Revenue Management	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
13	Forecasting	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
14	Using Information Technology for Forecasting	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media	Aj. Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			- Power point slide	
15	Using Information Technology for Forecasting (Cont.)	4	1. Direct instruction and Discussion 2. Class participation by the student 3. Q&A 4. Summary - Individual - Teaching Media - Power point slide	Aj. Kraisak Phikul
16	Practical Exam (2 Hrs.) Final Exam (3 Hrs.)			

NB. The course is subject to change without prior notice to fit the changing tourism and hospitality circumstances.

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1(2)(3)/ 2.1(2)/ 4.1(1)(2)/ 5.1(1)(2)	Attendance and Participation	All	10%
2	1.1(1)(2)(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	Activities & Assignments	All	20%
3	1.1(2)(3)/ 2.1(1)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	Participation of Practical Classes	3rd/5th/8th 11th/12th/14th/15th	10%
4	1.1(1)(2)(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(1)(2)/ 5.1(1)(2)	Simulation Project	15th	20%
5	1.1(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(2)/ 5.1(1)(2)	Practical Examination	After week 15th	10%
6	1.1(3)/ 2.1(1)(2)/ 3.1(1)(2)/ 4.1(2)/ 5.1(2)	Final Examination	After week 15th	30%
Total				100%

Evaluation

- Attendance and Participation 10 %
- Activities & Assignments 20 %
- Participation of Practical Classes 10 %
- Simulation Project 20%
- Practical Examination 10 %
- Final Examination 30 %
- **Total** 100 %

Section 6 Teaching Materials and Resources

1. Texts and main documents

Handouts by Aj. Kraisak Phikul and Aj Kasemsri Ittiphong

References;

- Kandampully, J. 2008. Service Management: the new paradigm in hospitality, Prentice Hall, Australia

Documents and important information

1	Baker, S., Bradley, P. and Huyton, J. 1994. Principles of Hotel Front Office Operations, Cassel, London
2	Dopson, L.R. and Hayes, D.K. 2009. Managerial Accounting for the Hospitality Industry, John Wiley & Sons, New Jersey
3	Huang, H. Chu, W. and Wang, W. (2007) Strategic Performance Measurement and Value Drivers: Evidence from International Tourist Hotels in an Emerging Economy, The Service Industries Journal, 27(8): 1111-1128
4	Kaplan, R.S. and Norton D.P. 2001. Transforming the Balanced Scorecard from Performance Measurement to Strategic Management, Accounting Horizons, 15(1): 87-104
5	Shoemaker, S. and Gorin, T. 2008. "Revenue Management" in Johne, P. (ed.) Handbook of Hospitality Operations and IT, Elsevier, Oxford
6	Hales. J.A. 2005. Accounting and Financial Analysis in the Hospitality Industry,
7	Jones, P.A. (ed.) 2013. Revenue Management, Wentworth Jones Limited, Bournemouth [Online] Available at http://hospa.org/static/cms_page_media/5712/HOSPA%20RM%20eBook%20(V2).pdf (Accessed on 18 July 2014)

2. Documents and recommended information

1	http://www.hotelsimulation.com/document/0.1.2html
2	

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

Grade	Percentage	GPA
A	90-100	4.00
B ⁺	85-89	3.50
B	75-84	3.00
C ⁺	70-74	2.50
C	60-69	2.00
D ⁺	55-59	1.50
D	50-54	1.00
F	0-49	0.00

2. Evaluation strategies in teaching methods

Students' satisfaction towards teaching and learning of the course using questionnaires.

3. Improvement of teaching methods

- Increase individual instructor general knowledge, skills, researches, and teaching competency; introduce new instructor models or methodologies.
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education.

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

5. Review and improvement for better outcome

- To assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3.
- To follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria.