



Course Specification

Course Title: Operation Management in Hospitality Industry

Course Code 3573126

Semester 1 Academic Year 2020

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

Section 1 General Information

1. Course code and course title

3573126 / Operation Management in Hospitality Industry

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 Courses

4. Responsible faculty members

4.1 course coordinator Arjan Charinda Wisesratana

4.2 Instructors Arjan Charinda Wisesratana **Section : A1**

5. Semester / year of study

Semester 1 / Academic year 2020 /Year 3

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

03/07/2020

Section 2 Aims and Objectives

1. Aims of the Course

The objective of the course is to teach the basic principles as well as modern strategies of Operational management in hospitality—how an organization in hospitality industry manages the process to deliver products or services to the customers. In addition to providing a basic conceptual framework for managers, the course will introduce the manager to practices and designs for output delivery with concept and direction. This course will finally provide those influences that affect pattern of demand as well as features that contribute towards the customers' perception of hospitality products and services

2. Objectives of Course Development/Modification

1. To gain a theory and general idea about Operation Management for Hospitality
2. To understand the factors that impact hospitality business opportunities and be able to build on idea for product and service development.

Section 3: Course Description and Implementation

1. Course Description

Concepts, techniques and tools to design, analyze and improve core operation capabilities in hospitality industry, identify how operation management contribute to achievement in delivering service and manage the customer service experience including product and service process design, production control, quality management, logistic management, revenue management and operational risk

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	None	None	90 hours

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

- In class and online course convener will be available for additional academic advice for 2 hours per week on every Monday from 10-12am, earlier appointment must be made through Line group “Arjan Anne for 3rd grade” .

Section 4 Development of Students’ Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

(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

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

- organising a focus group to find relevant examples

1.3 Evaluation methods

- Peer evaluation and class attendance responsibility and punctuality of assessment submission

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

● (1) To understand the important principles and theories of Operation Management in Hospitality Industry, 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 organization problems and to develop organizational knowledge management.

2.2 Teaching methods

- Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam and project completion
- Other written and verbal assessments throughout the semester

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) 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

- Individual presentation
- Group discussion regarding academic writing

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

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

- delegate group work for group discussions
- require oral presentations

4.3 Evaluation methods

- self evaluation
- peer evaluation

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 analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Self-study by learning from websites and youtube
- In class feedback after oral presentation

5.3 Evaluation methods

- Participation in discussions

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<ul style="list-style-type: none"> - Course introduction session - Pre-test 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Lecture - Pre-test Instructional Media <ul style="list-style-type: none"> WBSC PowerPoint through Microsoft Team online application 	Arjan Charinda Wisaratana
2	<ul style="list-style-type: none"> - The nature of different hospitality products and service areas 	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Lecture - Class discussion Instructional Media <ul style="list-style-type: none"> - WBSC 	Arjan Charinda Wisaratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<ul style="list-style-type: none"> - Microsoft Team online class - PowerPoint - Youtube - VDO Clip <p>Evaluation</p> <ul style="list-style-type: none"> - Quiz through WBSC 	
3	<ul style="list-style-type: none"> - Different influences affecting patterns of demand within hospitality operations - Learn how to work with others and solve the problems both as a good leader and a good team member 	3	<p>Teaching & Learning Activities</p> <ul style="list-style-type: none"> - Guided-practice - Role-play <p>Instructional Media</p> <ul style="list-style-type: none"> - WBSC - Microsoft team online application - PowerPoint <p>Evaluation</p> <ul style="list-style-type: none"> - Group English Presentation 	Arjan Charinda Wisesratana
4	<ul style="list-style-type: none"> - Customer profiles and their differing expectations and requirements in respect of hospitality provision - Importance of customer or social responsible with good attitude and behaviour. 	3	<p>Teaching & Learning Activities</p> <ul style="list-style-type: none"> - Guided-practice - Group discussion <p>Instructional Media</p> <ul style="list-style-type: none"> - WBSC - Microsoft team online learning - PowerPoint - Youtube <p>Evaluation</p> <ul style="list-style-type: none"> - Report of customer segmentation 	Arjan Charinda Wisesratana
5	<ul style="list-style-type: none"> - Factors affecting average spending power in 	3	<p>Teaching & Learning Activities</p> <ul style="list-style-type: none"> - WBSC 	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	hospitality business		<ul style="list-style-type: none"> - Guided-practice - Case Study - Brainstorming Instructional Media <ul style="list-style-type: none"> - Microsoft Team online learning - PowerPoint - Youtube Evaluation <ul style="list-style-type: none"> - Quiz through kahoot 	
6	- Key stages in product and service development applied within a hospitality operation	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Case study - Group discussion Instructional Media <ul style="list-style-type: none"> - WBSC - Microsoft team online class - PowerPoint 	Arjan Charinda Wisesratana
7	- Features which contribute towards the customers' perception of products and services	3	Teaching & Learning Activities <ul style="list-style-type: none"> - Guided-practice - Brainstorming Instructional Media <ul style="list-style-type: none"> - WBSC - Microsoft Team online - PowerPoint 	Arjan Charinda Wisesratana
8	- Opportunities and constraints affecting product and service d within a hospitality environment	3	Teaching & Learning Activities <ul style="list-style-type: none"> - guided-practice - Brainstorming Instructional Media <ul style="list-style-type: none"> - WBSC 	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			- PowerPoint Evaluation - Mid-Term Examination	
9	- Different merchandising opportunities for hospitality products and services	3	Teaching & Learning Activities - Students mind map on how to deliver products or services of each hospitality business - Brainstorming Instructional Media - WBSC - PowerPoint - VDO Clip Evaluation - Q & A	Arjan Charinda Wisaratana
10	- Different methods of pricing taking into account additional pricing considerations	3	Teaching & Learning Activities - <u>Back to In class Lecture</u> - Recap knowledge from online class and present in pair - Pair-work Instructional Media - WBSC - PowerPoint Evaluation - Explanation regarding previous class	Arjan Charinda Wisaratana
11	- Factors which affect revenue generation and profitability in hospitality operations	3	Teaching & Learning Activities - Guided-practice for assign project - Brainstorming	Arjan Charinda Wisaratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Instructional Media - WCSC - PowerPoint - Youtube - VDO Clip Evaluation - Small test	
12	- Apply different performance measures and appraisal techniques to individual aspects of hospitality operations, the product and the whole operation	3	Teaching & Learning Activities - Guided-practice and follow up for project progression - Case study - Group work Instructional Media - WBSC - PowerPoint - Youtube Evaluation - Project progression	Arjan Charinda Wisaratana
13	- Determine the effectiveness of different quantitative and qualitative appraisal techniques and their application to hospitality operations	3	Teaching & Learning Activities - Guided-practice - Q& A from powerpoint content Instructional Media - WBSC - PowerPoint - Youtube - VDO Clip Evaluation - Tasks assignment through WBSC	Arjan Charinda Wisaratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
14	- apply approaches to business analysis, evaluation and planning appropriate to hospitality operations, making proposals for action	3	Teaching & Learning Activities - Student presentation Instructional Media - WBSC - PowerPoint - Youtube Evaluation - Q &A	Arjan Charinda Wisesratana
15	- Case study - Term paper presentation	3	Teaching & Learning Activities -Project evaluation Instructional Media - WBSC - PowerPoint Evaluation - written report submission	Arjan Charinda Wisesratana
16	* Final Examination	3	Final Examination (written examination	Arjan Charinda Wisesratana

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2,1.4,4.1,4.2,5.2	Attendance and English Discovery	1 - 15	15%
2	2.1,2.2,5.1	Individual work, Group work, Project	1 - 15	35%
3	2.1,3.1,3.3	Midterm Examination and Final Examination	8, 16	30%
4	1.2,1.4,2.1,2.2, 2.4,3.1,3.3,4.1,5.1	Final term paper	15	20%

Evaluation

- Final term paper 20%
- Midterm Examination 15%
- Final Examination 15%
- Class Assignment 35%
- Attendance 10 %
- English Discovery 5%
- Total 100 %**

Section 6 Teaching Materials and Resources

1. Texts and main documents

Powerpoint “ Operation Management in Hospitality Industry” by Arjan Charinda Wiseratana

2. Documents and important information

1	Nick Johns , (1994). Operations Management for the Hospitality Industry: A Resource Based Approach (Resource Based Series for Hospitality and Tourism) Paperback
2	Aadesh Sinha , (2012). Hospitality Operation Management Hardcover

3. Documents and recommended information

1	David K. Hayes , Jack D. Ninemeier , Allisha A. Miller (2020 . “Hotel Operations Management”
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Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students’ online evaluation and feedback

2. Evaluation strategies in teaching methods

- Exam results
- Revision of learning outcomes

3. Improvement of teaching methods

- Increase general knowledge, skills, and teaching competency in order to 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
- Project completion

5. Review and improvement for better outcome

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3

- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria