MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**



**COURSE OUTLINE**

**<126039 – HOTEL OPERATIONS MANAGEMENT>**

1. **GENERAL INFORMATION**

| Course name (Vietnamese): | Quản trị kinh doanh dịch vụ lưu trú |
| --- | --- |
| Course name (English): | Hotel Operations Management |
| Course ID: | 126039 |
| Types: | Specialization |
| Faculty/Department: | Tourism and Travel Services Management |
| Main Lecturer:  | Master Phan Van Hai |
|  | Email: haipv@lhu.edu.vn  |
| Lecturer participating in: | Dang Minh ThuatEmail: Thuatdm@lhu.edu.vn |
| Number of credits: | 2 |
| Theory:  | 1 period |
| Practice: | 0 period |
| Exercise  | 1 period |
| Specialty | Obligatory to students in Major of Tourism and Travel Management |

1. **COURSE DESCRIPTION**

 This course will help learners grasp the overview about hotel operations’ business, understanding the facility and investing process, organizing model and accommodation management. In addition, learners will be equipped with Marketing skill, Services quality management in hotel operations, business management activities, Human resource management and analyzing the measure of business performance with finance.

1. **COURSE LEARNING OUTCOMES**

**Table 1: COURSE LEARNING OUTCOMES (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PI (\*)**  |
| --- | --- | --- | --- |
| CLO1 | Applying managing principles to optimize one accommodation establishment’s activities  | Knowledge (3) | PLO2PI2.1 |
| CLO2 | Analyzing the animation of different accommodation establishment businesses to form and optimize the business strategy for hotels.  | Knowledge (4) | PLO3PI3.1 |
| CLO3 | Establishing business activities’ process in one accommodation establishment to optimize productivity and improve the quality of services.  | Skills (4) | PLO4 PI4.1 |
| CLO4 | Obeying the moral of business in accommodation establishments | Attitude (2) | PLO7PI7.1 |

*(\*): There is no need for basic courses to fill this information*

| 1. **COURSE CONTENT, LESSON PLAN**
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*Listing the lecture content of theory, practice, lecturing method and assessment method which are appropriate to the Lesson Learrning Outcomes)*

**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/****Chapter**  | **Name/Chapter**  | **Lesson Learning Outcomes (LLO)** | **Lecture and Study activities** | **Method of lecture** | **Method of** **assessment** | **Reference (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | THE OVERVIEW OF TOURISM ACCOMMODATION  | LLO1.1CLO1 | Understanding Basic notions of tourism accommodation  | Introducing the overview of lessons, regulations and study goals. Demonstrating the relevant notion to tourism accommodation.Discussing some unclear issues or comprehensions in class.  | Lecture  | Short form test  | **[1], [2]** |
| Chapter 2 | PLANNING THE TOURISM ACCOMMODATION ESTABLISHMENT BUSINESS STRATEGY  | LLO2.1CLO1 | Applying business strategies appropriately to accommodation establishments | Lecturer lectures the strategies in order to plan the business in tourism accommodation establishments. Lecturer will give some practical examples and organize students to discuss in groups to apply the theory into real-life situations.  | Lecture Discussion | Short form testPresentation | **[1], [2]** |
| 2 | Chapter 3 | THE ORGANIZING MODEl AND HUMAN RESOURCE MANAGEMENT IN ACCOMMODATION ESTABLISHMENT SERVICES BUSINESS  | LLO3.1CLO2 | Analyzing the organizing and human resource management structure in business  | Lecturer lectures and allows students to search for ways of doing human resource management in accommodation establishments. Lecturer will let students discuss in group and present their content in this chapter  | Lecture Discussion | Short form test Presentation | **[1], [2]** |
| 3 | Chapter 4  | MANAGING AND OPERATING THE RECEPTION DEPARTMENT IN TOURISM ACCOMMODATION ESTABLISHMENTS | LLO4.1CLO2 | Analyzing principles and administration’s method to operate the reception department effectively in the tourism accommodation establishments | Lecturer lectures and allows students to search for the reception department in accommodation establishments. Lecturer lets students choose a topic and they have to discuss in group and role-play to that topic.  | Lecture DiscussionModel  | PresentationPracticum test  |  |
| 4 | Chapter 5 | ROOM MANAGEMENT IN TOURISM ACCOMMODATION ESTABLISHMENTS  | LLO5.1CLO2 | Analyzing principles and management methods to operate successfully housekeeping department in tourism accommodation establishments | Lecturer lectures about the lesson, then lecturer will give the simulated situation and lets student discuss in group and solve the problem in the housekeeping department  | Lecture Model Discussion | Short test Practicum test  | **[1], [2]** |
| 5 | Chapter 6 | BUSINESS ADMINISTRATION IN FOOD AND DRINKS SERVICE IN TOURISM ESTABLISHMENTS | LLO6.1CLO3 | Setting up a detail and effective plan of food and drinks operations in tourism accommodation establishments | Lecturer lectures about the food and drinks management in accommodation and then gives the Model for students to solve  | Lecture Model Discussion | TestPracticum test  | **[1], [2]** |
| 6 | Chapter 7 | MARKETING AND SELLING PRODUCTS IN TOURISM ACCOMMODATION ESTABLISHMENTS' BUSINESS  | LLO7.1CLO3 | Establishing a complete marketing strategy to tourism accommodation establishments | Lecturer lectures common Marketing methods in accommodation establishments. Then Lecturer allows students to split into small groups to set up a marketing strategy to an accommodation establishment. | Lecture Discussion | Short form test Presentation | **[1], [2]** |
| 7 | Chapter 8 | MANAGEMENT AND FRANCHISE AGREEMENT IN TOURISM ACCOMMODATION ESTABLISHMENTS' BUSINESS | LLO8.1CLO3 | Setting up a sample activity in management and franchise agreement in tourism accommodation establishments. | Lecturer lectures about types of management and franchise agreement in accommodation establishments, then students will search and establish and prepare an agreement. | Lecture Situation research | Written report | **[1], [2]** |
| 8 | Chapter 9 | SERVICE QUALITY MANAGEMENT IN TOURISM ACCOMMODATION ESTABLISHMENTS' BUSINESS | LLO9.1CLO4 | Obeying the service quality management in tourism accommodation establishments. | Lecturer lectures the purpose of quality management in accommodation establishments and then students will search and demonstrate how to perform a quality management and check the service quality.  | Lecture Discussion | Presentation | **[1], [2]** |
| 9 | Chapter 10 | FINANCIAL CONTROLS IN TOURISM ACCOMMODATION ESTABLISHMENTS' BUSINESS | LLO10.1 CLO4 | Following the standard and method to develop and analyze financial data in tourism accommodation establishments. | Lecturer lectures the essential of financial controls and then Lecturer will form groups and offer students to search tools of financial controls and analyze data in accommodation establishments. | Lecture DiscussionModel  | Short form test  | **[1], [2]** |
| 10 | Chapter 11 | APPLYING THE INFORMATION TECHNOLOGY IN TOURISM ACCOMMODATION ESTABLISHMENTS' BUSINESS | LLO11.1CLO3 | Elevating the information technology’s process to the efficiency of management apparatus in tourism accommodation establishments. | Lecturer will allow students to discuss in group and offer them to discuss how to establish the information technology’s process for an accommodation establishment and then present in front of the class | DiscussionModel  | Presentation | **[1], [2]** |
| 11 | Revision |  |  |  |  |  |  |  |
| 12 | Final exam  |  |  |  |  |  | Performance test |  |

1. **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES**

**Table 3: Mapping of Lesson And Course Learning Outcomes**

| **Lesson/****Chapter**  | **Lesson****Learning Outcomes** | **Course Learning Outcomes** | **Evaluation Component** |
| --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| Chapter 1 | LLO1.1 | **x** |  |  |  | A1, A2, A3 |
| Chapter 2 | LLO2.1 | **x** |  |  |  | A1, A2, A3 |
| Chapter 3 | LLO3.1 |  | **x** |  |  | A1, A2 |
| Chapter 4 | LLO4.1 |  | **x** |  |  | A1, A2 |
| Chapter 5 | LLO5.1 |  | **x** |  |  | A1, A2 |
| Chapter 6 | LLO6.1 |  |  | **x** |  | A1, A2, A3 |
| Chapter 7 | LLO7.1 |  |  | **x** |  | A1, A2, A3 |
| Chapter 8 | LLO8.1 |  |  | **x** |  | A1, A2, A3 |
| Chapter 9 | LLO9.1 |  |  |  | **x** | A1 |
| Chapter 10 | LLO10.1 |  |  |  | **x** | A1, A2 |
| Chapter 11 | LLO11.1 |  |  | **x** |  | A1, A2, A3 |

1. **COURSE ASSESSMENT**

**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs**  | **Percentage (%)**  |
| --- | --- | --- | --- |
| A1. Process  | - Participating in lesson - Shortt exercise in class | CLO1, CLO2, CLO3, CLO4 | *30%* |
| A2. Mid-term | - Presentation- Test |  CLO1, CLO2, CLO3, CLO4 | *30%* |
| A3. Final  | - Written report | CLO1, CLO3 | *40%* |

1. **COURSE REQUIREMENTS AND EXPECTATIONS**

- Attendance: Obeying the regulation

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Arriving on time, doing homework, answering short questions and quick exercises in class, students will be given bonus marks for the student's process.

- Working in group, discussing in group, doing exams in class, reporting in text, students will be given bonus marks to the student's mid-term.

1. **STUDY REFERENCE**

**8.1 Textbook**

[1]. Hà Nam Khánh Giao (2021). Giáo trình quản trị cơ sở lưu trú du lịch. NXB Tài chính

**8.2 References**

[1]. Lưu Tiến Dũng và Trần Thị Thu Hiền. (2019). Quản trị khách sạn - nhà hàng, Trường Đại học Lạc Hồng (tài liệu lưu hành nội bộ)

[2]. Hoàng Minh Khang (2016) Phương pháp xây dựng thực đơn, NXB Lao Động, Hà Nội

1. **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE**
2. Internet
3. Google Chrome
* **General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/  |
| **PI** | Performance Indicators  |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty** | Dong Nai, April 27th 2023Responsible lecturer(sign and write full name) |
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