

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 320 |
| Course Title | Lodging Property Management |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Organizational structures; management and operation of hotels and resorts, and their various departments; emphasize on management concepts and the decision-making process.

9. Course Objectives

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

9.1 Understand the basic functions, tasks and duties of all hotel departments.

9.2 Be aware of the connectedness of all departments, specific departmental idiosyncrasies.

9.3 Understand how the hotel plant works and how each part fits together.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Industry trends, changing demographics	4	-	8	Vatcharanukulkiat, V.
2	Hotel Development process, branding franchising	4	-	8	
3	Hotel organizational structures	4	-	8	
4	Re-engineering of the Hotel organization	4	-	8	
5	The job of General managers and how he/she interacts and organizes their work	4	-	8	
6	The Rooms Division Department and how it is organized and set up	4	-	8	
7	Housekeeping and Maintenance, the structures and tasks	4	-	8	
8	Security, department focus on risk prevention and how to organize and integrate the security function in a hotel	4	-	8	
9	The organization and workings of the Food and Beverage Division, exposure to current trends and issues as well as ratios	4	-	8	
10	Sales and Marketing, departmental organization set up and functions.	4	-	8	
11	Financial Control and Information, function of the department and issues they are confronted with HRM functions tasks and legal liabilities as well as structure of the department	4	-	8	
	Total	44	0	88	
Final Examination					

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

11. Teaching Method(s)

- 11.1 Lectures
- 11.2 Case studies
- 11.3 Discussion
- 11.4 Assignments

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Handouts
- 12.4 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1. the ability in understanding the basic functions, tasks and duties of all hotel departments.
- 13.2. the ability in being aware of the connectedness of all departments, specific departmental idiosyncrasies.
- 13.3. the ability in understanding how the hotel plant works and how each part fits together.

Ratio of mark

1. Individual Case Study	40 %
2. Attendance	10 %
3. Punctuality	10 %
4. Final Examination	40 %
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Stutts, A. T. & Wortman J. (2005). *Hotel and Lodging Management: An Introduction*. (2nd ed.). New York: Wiley

16. Instructor (s)

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17. Course Coordinator

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