



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

<b>1</b>	Course title	<b>Hospitality and Tourism Management</b>
<b>2</b>	Course number	( 5201202)
<b>3</b>	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
<b>4</b>	Prerequisites/corequisites	<b>5201101</b>
<b>5</b>	Program title	Bachelor
<b>6</b>	Program code	01
<b>7</b>	Awarding institution	The university of Jordan
<b>8</b>	Faculty	Management and finance
<b>9</b>	Department	business
<b>10</b>	Level of course	2year
<b>11</b>	Year of study and semester (s)	2 <sup>nd</sup> semester 2014/2015
<b>12</b>	Final Qualification	Bachelor
<b>13</b>	Other department (s) involved in teaching the course	None
<b>14</b>	Language of Instruction	English
<b>15</b>	Date of production/revision	2 <sup>nd</sup> semester 2015 / revised yearly

**16. Course Coordinator:**

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

Mahmoud alnawaiseh  
m.alnawaiseh@ju.edu.jo

**17. Other instructors:**

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

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**18. Course Description:**

This course overviews the dynamics of hospitality organizations service delivery and how it operates in a certain economic and social environments, With a focus on some tourism aspects, hotels industry, and food and beverage operations.

### 19. Course aims and outcomes:

The objectives of this course are to introduce the basic concepts in Hospitality Management to the students through exposing them to the various functions and operations as specified in the chapter assigned.

The Course also aims to blend the theoretical aspects with practical implication in real life situation.

**B- Intended Learning Outcomes (ILOs):** Upon successful completion of this course students will be able to ...

#### Intended Learning Outcomes (ILOs):

Successful completion of the course should lead to the following outcomes:

**A. Knowledge and Understanding:** Student is expected to

**A1-** Recognize hospitality industry characteristics and corporate philosophy in a TQM standard base.

**A2-** Examine tourism definition and outline the economical and sociocultural impact within the scope of influencing elements.

**A3-** Present "Room Division Operation" and show basic calculations eg. Hotel occupancy , average daily rates and Yield management.

**A4-** Critically analyze some food and beverage operations and perform basic computations using key ? "Food and Beverage operating ratio.

**B. Intellectual Analytical and Cognitive Skills:** Student is expected to 2 /7

**B1-** Analyze and integrate the concepts of hospitality industry with TQM.

**B2-** Analyze the basic concepts of tourism.

**C. Subject- Specific Skills:** Students is expected to

**C1)** Being able to recognize new opportunities

**C2)** Use the external environment analysis tools presented in the book

**D. Transferable Key Skills:** Students is expected to

**D1)** Display an integrated understanding and approach to the requirements of launching new ventures

**D2)** Demonstrate seriousness and the assuming of responsibility in relation to preparation of the course material and active participation in class discussions.

**D3)** Display competence in grasping the various concepts and principles offered by the course as a foundation for better understanding of our business environment nowadays

### 20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
1.Hotel industry	1+2+3		Hotel industry The historical development of the	Short exams, assignment	Required text

			<p>hotel industry</p> <p>Hotel associations</p> <p>The concept of the hotel industry</p> <p>The hotel community</p> <p>The characteristics of the hotel industry</p> <p>The problems facing the hotel industry</p> <p>Relationship Hotels tourism</p> <p>industryconcepts of organizational behavior and its application in managing people.</p> <p>Identify the challenges and opportunities managers have in applying OB concepts</p>		
Chapter 2: Classification of hotels	4+5+6		<p>The concept of rating hotels</p> <p>Classification criteria for hotels</p> <p>Basics that must be studied before starting the design hotels</p>	Short exams, assignment	Required text
Chapter3. Hotelier organization	7+8+9+10		<p>The concept of hospitality organization</p> <p>The main reasons for the emergence of hotel organization</p> <p>The organizational structure of Hotels</p> <p>Computer Applications in hotels</p> <p>Sections hotel</p> <p>Rooms sector</p> <p>The concept of hotel management</p>	Short exams, assignment	Required text
Chapter4. Exploitation hotel	11+12+13		<p>The concept of exploitation hotel</p> <p>Insurance hotel relevant</p>	Short exams, assignment	Required text
Chapter5. nature of the hotel work	14+15		<p>The concept of the nature of the hotel work</p>		

			<p>The pros and cons of the hotel work</p> <p>Qualifications hotel work</p> <p>Factors that help the success of the hotel</p> <p>The contractual relationship between the hotel and the guest</p> <p>The most important terms used in the hotel front office</p>		
Review and final exam	16				Required text

### 21. Teaching Methods and Assignments:

<p>Development of ILOs is promoted through the following <u>teaching and learning methods</u>:</p> <p>Learning methodology</p> <p>Lectures, and group discussions</p> <p>Projects and assignment , assignment and homework related the topics</p>
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### 22. Evaluation Methods and Course Requirements:

<p>Opportunities to demonstrate achievement of the ILOs are provided through the following <u>assessment methods and requirements</u>:</p> <p><b>Evaluation plan</b></p> <p>First exam 30% week 8</p> <p>Participation and quizzes 20%</p> <p>Final exam 50%</p>
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### 23. Course Policies:

<p>A- Attendance policies: according to Jordanian university rules</p> <p>B- Absences from exams and handing in assignments on time: according to Jordanian university rules</p> <p>C- Health and safety procedures: according to Jordanian university rules</p>
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D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules

E- Grading policy: according to Jordanian university rules

F- Available university services that support achievement in the course: according to Jordanian university rules

#### 24. Required equipment:

#### 25. References:

المراجع: 1. فند . ادارة فندقية / المملكة العربية السعودية ، المؤسسة العامة للتعليم الفني والتدريب المهني

**Walker, John. , R. “Introduction to Hospitality Management” 2<sup>nd</sup> edition.  
References:**

#### 26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----  
Head of curriculum committee/Department: ----- Signature: -----  
Head of Department: ----- Signature: -----  
Head of curriculum committee/Faculty: ----- Signature: -----  
Dean: ----- -Signature: -----

Copy to:  
Head of Department  
Assistant Dean for Quality Assurance  
Course File