

MS3304: HOSPITALITY MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Hospitality Management

Subject Code

MS - Decision Analytics and Operations

Course Number

3304

Academic Unit

Decision Analytics and Operations (DAOS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

MS3322 Quality Management

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to expose students to key trends and management issues within the hospitality industry, equipping them with the knowledge and skills necessary to pursue careers in hotels, restaurants, food and beverage operations,

casinos, theme venues, and entertainment centres. It also prepares them for a dynamic and rewarding career in the global hospitality sector.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the major roles in managing service operations within the hospitality industry.	10	x		
2	Examine management issues, technological advancements, key trends, and the latest developments in the hospitality industry from a global perspective.	15		x	
3	Apply multi-disciplinary thinking skills, key concepts, and problem-solving tools to plan and manage service operations effectively, creating workable solutions for real-world problems in the hospitality industry.	25		x	
4	Evaluate recent developments and applications in hospitality information technology to enhance productivity and improve service quality.	25		x	x
5	Analyze challenges and competitive forces impacting the hospitality industry, and propose strategic responses.	25		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Attend Lectures	Students will participate in lectures to understand concepts and relevant knowledge of managing service operations in the hospitality industry	1, 2, 3, 4	2 hrs/week

2	Engage in Think-Pair-Share	Students will pair up with classmates to discuss and explore solutions to real-life problems in the hospitality industry, receiving immediate feedback to enhance understanding	1, 2, 3, 4	1 hr/week
3	Watch and Critique Video Case Studies	Students will view videos showcasing real-life business scenarios, followed by discussions to create and evaluate alternative solutions	1, 2, 4	30 mins/week
4	Participate in Problem-Solving Exercises/Activities	Students will engage in in-class exercises and activities, apply real-life examples or service experiences, to develop problem-solving skills	2, 3	30 mins/week
5	Join Group Discussions & Mini Case Studies	Students will collaborate in groups to research and brainstorm current issues and trends in the hospitality industry, then present and synthesize findings	2, 3, 5	30 mins/week
6	Share and Present Discussions	Students will present group findings and conclusions to the class, responding to critiques and arguments to refine understanding	2, 3, 5	30 mins/week
7	Update Learning Portfolio Wiki	Students will contribute to a group Wiki blog as a learning journal, researching real-life business cases and applying theoretical knowledge and management frameworks	1, 2, 3, 4, 5	2 hrs/week
8	Participate in Company Visits	Students will observe operations and interview staff at hospitality establishments. Identify enhancement opportunities and propose solutions	1, 2, 3, 4, 5	N/A

9	Conduct Research	Students will research specific companies and industry trends before visits to formulate insightful questions and deepen understanding of operations and developments	2, 4, 5	N/A
10	Engage in Reflective Activities	Students will reflect on overall learning experiences and compile post-visit reports to relate practical experiences to theoretical knowledge	1, 2, 3, 4, 5	1 hr/wk
11	Play Yield Management Problem-Solving Simulation Game	Students will act as reservation managers to optimize revenue and manage demand and supply, then reflect on strategies and their real-world applicability	3, 4	2 hrs/semester

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	In-Class Activities and Problem-Solving Exercises	2, 3, 4, 5	20	Participate in discussions and brainstorming sessions to identify causes of business problems and alternative solutions. Apply theories and analytical frameworks learned in class.	Yes
2	Reflective Learning Blog	1, 2, 3, 4, 5	5	Write and reflect upon learning experiences and challenges towards the end of the semester.	Yes

3	Learning Portfolio Wiki, Research Assignments and Group Presentation	1, 2, 3, 4, 5	15	Work collaboratively to produce a learning portfolio Wiki, documenting learning processes, activities, and research on industry trends and developments. Collaborate in groups to formally present the final discussion of case studies. Highlight skills in analyzing and solving business problems.	Yes
4	Mid-Term Test	1, 2	10	Assess understanding of key concepts and subject matter of the course.	No

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Additional Information for ATs

Final Examination Assess understanding of managing operational activities and issues in the hospitality industry, as well as the ability to apply the theories and key concepts to solve business problems.

Assessment Rubrics (AR)**Assessment Task**

In-Class Activities and Problem-Solving Exercises

Excellent (A+, A, A-)

Actively participates with insightful contributions. Applies theories and frameworks expertly to develop innovative solutions.

Good (B+, B, B-)

Participates regularly with meaningful contributions. Applies theories and frameworks effectively to develop sound solutions.

Fair (C+, C, C-)

Participates adequately with relevant contributions. Applies theories and frameworks to develop acceptable solutions.

Marginal (D)

Participates minimally with basic contributions. Struggles to apply theories and frameworks effectively.

Failure (F)

Fails to participate meaningfully. Unable to apply theories and frameworks to develop solutions.

Assessment Task

Reflective Learning Blog

Excellent (A+, A, A-)

Provides deep, thoughtful reflections with clear connections to learning experiences and challenges. Demonstrates significant personal and academic growth.

Good (B+, B, B-)

Provides meaningful reflections with good connections to learning experiences and challenges. Shows notable personal and academic growth.

Fair (C+, C, C-)

Provides adequate reflections with some connections to learning experiences and challenges. Shows some personal and academic growth.

Marginal (D)

Provides basic reflections with limited connections to learning experiences and challenges. Shows minimal personal and academic growth.

Failure (F)

Fails to provide meaningful reflections. Little to no connection to learning experiences and challenges.

Assessment Task

Learning Portfolio Wiki, Research Assignments and Group Presentation

Excellent (A+, A, A-)

Exceptionally comprehensive and well-organized portfolio. Includes insightful research and thorough documentation of learning processes.

Good (B+, B, B-)

Well-organized and detailed portfolio. Includes substantial research and good documentation of learning processes.

Fair (C+, C, C-)

Adequately organized portfolio with relevant research and documentation of learning processes.

Marginal (D)

Basic portfolio with limited research and documentation of learning processes.

Failure (F)

Poorly organized portfolio with minimal research and documentation of learning processes.

Assessment Task

Mid-Term test

Excellent (A+, A, A-)

Demonstrates excellent understanding of key concepts with accurate and comprehensive responses.

Good (B+, B, B-)

Demonstrates good understanding of key concepts with mostly accurate and detailed responses.

Fair (C+, C, C-)

Demonstrates adequate understanding of key concepts with generally accurate responses.

Marginal (D)

Demonstrates basic understanding of key concepts with some inaccuracies.

Failure (F)

Fails to demonstrate understanding of key concepts with numerous inaccuracies.

Assessment Task

Final Examination

Excellent (A+, A, A-)

Demonstrates strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Demonstrates evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Demonstrates sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Fails to demonstrate evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Part III Other Information

Keyword Syllabus

Hospitality Industry and You

Examples of kinds of businesses that make up the hospitality industry. The reasons for people study the management of service operations in the hospitality industry. Key components of the job-benefit mix. Key trends driving change in employment opportunities and roles of services in the hospitality industry.

Forces affecting Growth and Change

The key demand and supply factors that affecting the growth of the hospitality industry. Key trends that change the relative cost of supplies. Examples of ways in which hospitality service companies are responding to changes in the labour forces.

Managing Food Service Operations

The varied fields of food service. Size of major components of the food service industry. Define the terms of dining market and eating market and contrast the major kinds of service operations in restaurant. Relationship between shopping and dining. New service development. Technological innovation in services. Service site selection.

Managing Hotel and Lodging Operations

The evolution of lodging. Classification of hotel properties. The automation of front office, reservations and yield management. Housekeeping, Telephone and Call accounting systems. Anticipating guest needs in providing excellent service quality.

Competitive forces and issues facing

The service marketing mix. The competition with other industries. A cyclical market. Technology revolution in the back of the house and front office. The Internet and Management.

Planning and Control

Long-range planning tools. Individual worker as planner. Delegation of authority and responsibility. Empowering managers. Staff selection, recruitment and training. Control through managerial action.

Reading List**Compulsory Readings**

Title	
1	John R. Walker, Introduction to Management in the Hospitality Industry, Latest Edition; Pearson

Additional Readings

Title	
1	James A. Fitzsimmons / Mona J. Fitzsimmons / Sanjeev K. Bordoloi, Service Management, Latest Edition, McGraw-Hill
2	James A. Bardi, Hotel Front Office Management, Latest Edition, John Wiley & Sons
3	Timothy R. Hinkin, Cases in Hospitality Management: A Critical Incident Approach, Latest Edition, John Wiley & Sons
4	Michael C. Sturman, Jack B. Corgel, Rohit Verma, The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice, Latest Edition, John Wiley & Sons
5	Matt A. Casado, Hospitality Management: A Capstone Course, Latest Edition, Prentice Hall