



蘇州大學
Soochow University

MAG 413 Accommodation and Leisure Facility

Operations

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course not only offers information about fundamental concepts of the hospitality industry but contains a deeper understanding of various hospitality segments as well as potential career paths. The learning process will provide an overarching perspective on accommodation and leisure facility management with real case studies. It will also introduce details in hospitality operations ranging from management structures, departmental functions, organizational design, to operational processes. Additionally, it consists of several case exercises related to the particular hospitality industry, including hotels, restaurants, theme parks, and attractions.

Upon completion of this course, students will be able to:

1. Have an advanced understanding of fundamental concepts in accommodation and leisure facility management;
2. Gain a deeper comprehension of the hospitality industry, including management structures and departments;
3. Improve proficiency and apply skills in organizational designs, implementations, and operations;
4. Develop a global vision of the hospitality industry and understand the potential jobs and careers;
5. Enhance the capacity of critical thinking and cooperation by launching a case project in groups.



PREREQUISITES

MAG 285 Operations Management

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
3 Assignments	30 Points
Group Project	30 Points
Final Project & Presentation	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

John R. Walker, *Exploring the Hospitality Industry-Pearson*, 4th Edition, Pearson, 2014.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
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Module 1	<p>Topics: Topic 1: Hospitality Spirit Topic 2: Definition of Tourism Topic 3: Economic Impacts and Major Promoters Of Tourism Topic 4: Characteristics of Tourism</p> <p>Assessments: Assignment#1</p>
Module 2	<p>Topics: Topic 5: Overview of Lodging Topic 6: Hotel Franchising and Management Contracts Topic 7: Lodging Operations Topic 8: Main Functions of Hotel Departments</p> <p>Assessments: Assignment#2</p>
Module 3	<p>Topics: Topic 9: Overview of Cruise Industry Topic 10: Segments in the Cruise Market Topic 11: Overview of Restaurants Topic 12: Restaurant Operations</p> <p>Assessments: Assignment#3</p>
Module 4	<p>Topics: Topic 13: Managed Services Segments Topic 14: Food Service in Different Industries Topic 15: Beverages Topic 16: Clubs</p> <p>Assessments: Group Project</p>
Module 5	<p>Topics: Topic 17: Theme Park and Attractions Topic 18: Gaming Entertainment, Meetings, Conventions, and Expositions Topic 19: Special Events Topic 20: Final Project Presentations and Reflections</p> <p>Assessments: Final Project & Presentation</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.



Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors



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and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.