2024 Spring Semester
Hospitality Management with Focus on Asia

Instructor	Seul Ki Lee
Office/Building	TBA
Office Hours	TUE / WED 10:30 – 12:00

【Course Outline / Description】

This course is designed to familiarize students with the concepts, theories, and skills for required for hospitality managers in the industry. Emphasis is given to general problem-solving skills expected for entry-level hospitality managers. The course covers various hospitality management topics such as revenue management, scheduling, location analysis, and service management with pertinent review of foundational knowledge and concepts in economics, finance, accounting, and applied psychology. Specific consideration is given to the Asian context. Use of MS Word and Excel is required for successful completion of the course.

Section 2

【Course Objectives/Goals/Learning Outcomes】
- Students will understand essentials of hospitality management: theories and practice
- Students can apply theories in economics and applied psychology to hospitality management
- Students will perform data analysis to assist hospitality managerial decision making
- Students will utilize optimization techniques to aid managerial decision making
- Students will understand the unique characteristics of the Asian Hospitality Industries

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Class No.	Topic	Materials	Assignments
Class 1	Introduction	Powerpoint (Intro)	Readings
Class 2	Principles of Hospitality Management 1	Powerpoint / Readings	Readings / Prepare for Discusson
Class 3	Principles of Hospitality Management 2	Powerpoint / Readings	Readings / Prepare for Discusson
Class 4	Hospitality Management: Revenue Management 1	Powerpoint / Readings	Readings / Prepare for Discusson
Class 5	Hospitality Management: Revenue Management 2	Powerpoint / Readings	Readings / Prepare for Discusson
Class 6	Hospitality Management: Revenue Management 3	Powerpoint / Readings	Readings / Prepare for Discusson
Class 7	Hospitality Management: Revenue Management 4	Powerpoint / Readings	Readings / Prepare for Discusson
Class 8	Hospitality Management: Revenue Management 5	Powerpoint / Readings	Readings / Prepare for Discusson
Class 9	Hospitality Management: Revenue Management 6	Powerpoint / Readings	Readings / Assignment 1
Class 10	Hospitality Management: Scheduling 1	Powerpoint / Readings	Readings
Class 11	Hospitality Management: Scheduling 2	Powerpoint / Readings	Readings / Prepare for Discusson
Class 12	Hospitality Management:	Powerpoint / Readings	Readings / Prepare for

	Scheduling 3		Discusson
Class 13	Hospitality Management: Scheduling 4	Powerpoint / Readings	Readings / Prepare for Discusson
Class 14	Hospitality Management: Scheduling 5	Powerpoint / Readings	Readings / Prepare for Discusson
Class 15	Hospitality Management: Scheduling 6	Powerpoint / Readings	Readings / Assignment 2
Class 16	Hospitality Management: Location Analysis 1	Powerpoint / Readings	Readings
Class 17	Hospitality Management: Location Analysis 2	Powerpoint / Readings	Readings / Prepare for Discusson
Class 18	Hospitality Management: Location Analysis 3	Powerpoint / Readings	Readings / Prepare for Discusson
Class 19	Hospitality Management: Location Analysis 4	Powerpoint / Readings	Readings / Prepare for Discusson
Class 20	Hospitality Management: Location Analysis 5	Powerpoint / Readings	Readings / Prepare for Discusson
Class 21	Hospitality Management: Loation Analysis 6	Powerpoint / Readings	Readings / Assignment 3
Class 22	Hospitality Management: Service Management 1	Powerpoint / Readings	Readings
Class 23	Hospitality Management: Service Management 2	Powerpoint / Readings	Readings / Prepare for Discusson
Class 24	Hospitality Management: Service Management 3	Powerpoint / Readings	Readings / Prepare for Discusson
Class 25	Hospitality Management: Service Management 4	Powerpoint / Readings	Readings / Prepare for Discusson
Class 26	Hospitality Management: Service Management 5	Powerpoint / Readings	Readings / Assignment 4
Class 27	Term Project Presentations	Powerpoint / Readings	Prepare for Presentation / Discussion
Class 28	Term Project Presentations	Powerpoint / Readings	Prepare for Presentation / Discussion
Class 29	Term Project Presentations	Powerpoint / Readings	Prepare for Presentation / Discussion
Class 30	Term Project Presentations	Powerpoint / Readings	Prepare for Presentation / Discussion
Final Exam	To be determined	-	Prepare for Final Exam

【Textbooks/Reading Materials】
This course does not require a textbook.
Powerpoint files on the subject matter will be distributed by the Instructor.
All required reading materials will be distributed by the Instructor.
All required reference books and papers will be distributed by the Instructor.

Section 4
【Learning Assessments/Grading Rubric】
Final exam: 40%
Quizzes and midterm exam: 20%
Assignments and term project: 20%

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Participation: 20%

【Additional Information】
Use of Microsoft Excel and Word is essential in successful completion of the course. Please be ready to have access to a personal computer / laptop and these softwares prior to enrolling in the course.