

The Hong Kong Polytechnic University

Subject Code	HTM2323
Subject Title	Managing Organizations in Hospitality, Tourism and Events
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>This subject provides a comprehensive knowledge and skills about managing a service organization. It covers from a macro to micro approach in understanding the nature of a service organization. In macro perspective, the role and nature of service in hospitality, tourism and events industries and its future challenges will be explored. The concept of organizational culture and external environment will be discussed. For micro approach, the management theories of planning, decision making, organizing, human resources management, leadership and control about hospitality, tourism and events industries will be covered.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <p>Students should be able to integrate and to apply in-depth management knowledge and specialised skills that are fundamental to functioning effectively as an entry-level professional (professional competence); understand the global trends and opportunities related to their professions (global outlook); and demonstrate entrepreneurial spirit and skills in their work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship).</p> <p>B. Critical thinker:</p> <p>Students should be able to examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning.</p> <p>C. Innovative problem solver:</p> <p>Students should be able to identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems.</p> <p>D. Effective communicator:</p> <p>Students should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in professional and day-to-day contexts.</p>

	<p>E. Lifelong learner:</p> <p>Students should be able to recognise the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals.</p> <p>F. Ethical leader:</p> <p>Students should have an understanding of leadership and be prepared to serve as a leader and a team player (leadership and teamwork); demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).</p> <p>G. Socially responsible global citizen:</p> <p>Students should have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Introduction and overview of management and operations in the hospitality, tourism and events industries b. Nature and role of service in the hospitality, tourism and events industries and its organizational characteristics c. Concepts of management in service organizations in the hospitality, tourism and events industries d. Internal and external environment affecting service organizations e. Future challenges to the hospitality, tourism and events industries f. Planning and strategic management in service organizations g. Decision-making in service organizations h. Organizing and managerial communication in service organizations i. Managing human resources in service organizations j. Leadership and directing in hospitality, tourism and events industries k. Controlling in service organizations