

List of Subjects Offered to Exchange/Study Abroad Students for Semester 2 (Spring) 2020/21
School of Hotel and Tourism Management (SHTM)

Subject Code	Subject Name	Credits	Eligible Student Type [see *]	Limitation [see **]	Eligible Student (Year 1) (Y/N)	Eligible Student (Year 2) (Y/N)	Eligible Student (Year 3) (Y/N)	Eligible Student (Year 4 or above) (Y/N)
HTM2305	Delivering Service Quality	3	ALL	N/A	Y	Y	Y	Y
HTM2323	Managing Organizations in Hospitality, Tourism and Events	3	ALL	N/A	Y	Y	Y	Y
HTM3203	Managerial Concepts in Food and Beverage Operations #	3	ALL	N/A	Y	Y	Y	Y
HTM3205	Analysing and Interpreting Research	3	ALL	N/A	Y	Y	Y	Y
HTM3207	Lodging and Accommodation Management #	3	ALL	N/A	Y	Y	Y	Y
HTM3208	Tourism Economics	3	ALL	N/A	Y	Y	Y	Y
HTM3215	Meeting Management	3	ALL	N/A	Y	Y	Y	Y
HTM3221	Consumer Behaviour in Hospitality, Tourism and Events	3	ALL	N/A	Y	Y	Y	Y
HTM3222	Financial Management in Hospitality and Tourism #	3	ALL	N/A	Y	Y	Y	Y
HTM3224	Technology Strategy in Hospitality, Tourism and Events	3	ALL	N/A	Y	Y	Y	Y
HTM3226	Managing Human Resources in Hospitality, Tourism and Events	3	ALL	N/A	Y	Y	Y	Y
HTM4305	Food and Beverage Management #	3	ALL	N/A	Y	Y	Y	Y
HTM4311	Hotel Professional Development #	3	ALL	N/A	Y	Y	Y	Y
HTM4312	Environmental Management in the Hospitality Industry	3	ALL	N/A	Y	Y	Y	Y
HTM4313	Restaurant Multi Unit Management	3	ALL	N/A	Y	Y	Y	Y
HTM4319	Airline Management	3	ALL	N/A	Y	Y	Y	Y
HTM4322	Managing Tourism Businesses	3	ALL	N/A	Y	Y	Y	Y
HTM4324	Customer Relationship Management	3	ALL	N/A	Y	Y	Y	Y
HTM4327	Cruise Services & Management	3	ALL	N/A	Y	Y	Y	Y
HTM4335	Theme Parks and Attractions #	3	ALL	N/A	Y	Y	Y	Y
HTM4343	Events Tourism and Management	3	ALL	N/A	Y	Y	Y	Y
HTM4348	Hotel and Real Estate Development	3	ALL	N/A	Y	Y	Y	Y
HTM4349	Strategic Management in Hospitality, Tourism and Events #	3	ALL	N/A	Y	Y	Y	Y

Remarks:

* Eligible Student Type

'ALL' = open to all exchange/ study abroad students including those admitted to other departments

'Dept' = open to exchange/ study abroad students who are admitted to this department only

** Limitation

'N/A' = open to all exchange/ study abroad students

'(programme code and/or stream code)' = only open to exchange/study abroad students who are enrolled in specific discipline/stream/programme

Must fulfill the pre-requisite

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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

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Subject Code	HTM3222
Subject Title	Financial Management in Hospitality, Tourism and Events
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	HTM2322 Accounting and Control in Hospitality, Tourism and Events
Objectives	This subject is designed to provide students with a basic understanding of the concepts and skills of financial analysis and financial management applicable to the hospitality, tourism and events industries. Topics covered in this subject pertain to managerial decision-making that aims at enhancing firm value and maximizing shareholders' wealth.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • <i>Comprehend and apply</i> financial analysis and capital budgeting techniques in the hospitality, tourism and events industries. • <i>Identify and describe</i> the global trends related to financial management in the hospitality, tourism and events industries. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • <i>Assess and analyze</i> the financial condition and performance of hospitality, tourism and events firms. • <i>Assess and appraise</i> the financing opportunities available and explore the relationship between the financing options and risk. <p>C. Innovative problem solver:</p> <ul style="list-style-type: none"> • <i>Analyze and appraise</i> hospitality, tourism and events related capital projects based on capital budgeting techniques, risk and return, discounted cash flows • <i>Determine</i> the most appropriate corporate decision in the hospitality, tourism and events environment. <p>D. Effective communicator:</p> <ul style="list-style-type: none"> • <i>Communicate</i> the process and the results of financial analysis in a professional manner • <i>Apply and integrate</i> a wide range of financial analysis techniques • <i>Demonstrate</i> individual and group dynamics in communication

	<p>E. Lifelong learner:</p> <ul style="list-style-type: none"> • <i>Develop</i> sensitivity to financial markets and <i>gain</i> financial literacy for managing corporate and personal finances. • <i>Apply</i> knowledge learned about valuation of financial assets in contemporary financial management <p>F. Ethical leader:</p> <ul style="list-style-type: none"> • <i>Comprehend and reflect on</i> the importance of ethical decision making in hospitality, tourism and events firms as future leaders • <i>Identify and resolve</i> potential agency problems within hospitality, tourism and events industries. <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • <i>Understand</i> the influence of corporate social responsibility on the financial performance of hospitality, tourism, and events industries
<p>Subject Synopsis/ Indicative Syllabus</p>	<ul style="list-style-type: none"> a. Financial markets and financial instruments b. Personal finances and corporate finance c. The relationship between risk and return d. Time value of money and discounted cash flow valuation e. Capital budgeting decision methods and cash flow estimations f. Valuation of bonds, preferred stock and common stock g. Cost of capital and issues related to capital structure

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Subject Code	HTM3226
Subject Title	Managing Human Resources in Hospitality, Tourism and Events
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject aims to examine various ways of applying theories and practice of strategic human resources management in the hospitality, tourism and events industries. It also aims to identify major issues in the human resources field, analyze and synthesize various practices of handling human resources, and maximize organizational productivity in the hospitality, tourism and events industries.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • Integrate and apply the knowledge in managing human resources with specialized technical knowledge, supervisory skills with some managerial knowledge that are fundamental to functioning effectively in human capital development; understand the global trends and opportunities related to talents; and demonstrate entrepreneurial spirit and skills in different aspects of human resources management. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • Examine creative and analytical skills to interpret human resources problematic issues, critique the validity of information, arguments, and different viewpoints and reach sound judgments in human resources planning, recruiting, and management of employees in hospitality, tourism and event organizations. <p>C. Innovative problem solver:</p> <ul style="list-style-type: none"> • Identify and define problems impacting upon human resources functions, and produce innovative solutions to solve problems in the hospitality, tourism and event industry. <p>D. Effective communicator:</p> <ul style="list-style-type: none"> • Comprehend and communicate effectively in English, orally and in writing, in professional and day-to-day contexts to interpret human resources functions in the hospitality, tourism and event industry.

	<p>E. Lifelong learner:</p> <ul style="list-style-type: none"> • Develop their interest in managing human resources, recognise the need for continual learning and self-improvement, plan, manage and evaluate their own learning in pursuit of self-determined goals in pursuit of self-determined goals in carrying out managerial functions. <p>F. Ethical leader:</p> <ul style="list-style-type: none"> • Demonstrate the personal responsibility and ethics in human resources management; have an understanding of leadership and be prepared to serve as a leader and a team player in the hospitality, tourism and event industry; demonstrate self-leadership and psychosocial competence in pursuing personal and professional development in the hospitality, tourism and event industry; and be capable of building and maintaining relationship and resolving conflicts in group work situations; and demonstrate ethical reasoning in professional and day-to-day contexts. <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • Recognize different cultures and social development needs in the local, national and global contexts; and accept their responsibilities as professionals and citizen to the industry, society, their own nation and the world.
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Topics & Indicative Contents</p> <p>a. INTRODUCTION TO HUMAN RESOURCES MANAGEMENT</p> <ul style="list-style-type: none"> - What is HRM? - Why HRM is important to managers and particularly in the hospitality, tourism and events industries? - Line and staff aspects of HRM - HR Manager’s duties - HR Department organizational structure - HR approaches in Hotel ICON and other tourism and events organizations <p>b. STRATEGIC HUMAN RESOURCES MANAGEMENT</p> <ul style="list-style-type: none"> - Strategic Management – introduction, types and practices - Role of a strategic human resources manager in hotel, tourism, events & catering industries e.g. hotels, travel agents, events, exhibitions, clubs, hospitals, airlines, catering, etc. - SWOT Analysis of the labour market in relation to the labour intensive nature of the hotel, tourism, events & catering industries. - Manpower planning practices of hotel, tourism, events & catering industries including how Hotel ICON approaches hiring the initial staff.

**Subject Synopsis/
Indicative Syllabus**

c. JOB ANALYSIS, HR PLANNING AND RECRUITING

- Steps in conducting a Job Analysis
- Methods of collecting Job Analysis information
- Writing Job Description and Job Specifications
- Competency-based Job Analysis
- Job descriptions from Hotel ICON will be used

d. EMPLOYEE TESTING, SELECTION STRATEGIES AND INTERVIEWING CANDIDATES

- Explore different selection tests
- Understand the concept of validity and reliability in tests
- Ethical and legal considerations in testing
- Application of selection tests in the workplace
- Interviewing techniques in recruitment

e. TRAINING & DEVELOPING EMPLOYEES

- Systematic approach to training programmes that suit hotel, tourism, events & catering employees e.g. customer service, lodging, tourism and events service, handling, guest complaints, etc.
- Training Model: needs analysis, design, process, skills and evaluation
- Staff development strategies in the hotel, tourism, events & catering fields
- Hotel ICON training programmes will be presented and students included in programmes

f. APPRAISING AND MANAGING PERFORMANCE, PAY FOR PERFORMANCE AND FINANCIAL INCENTIVES

- Holistic approach of performance management applicable to the hotel, tourism, events & catering industries
- Pay for performances: standards, systems and evaluation
- Improving employee productivity - quality vs. quantity productivity
- Examples of measurements of employee productivity in the hotel, tourism, events & catering industries

g. ESTABLISHING STRATEGIC PAY PLANS, BENEFITS AND SERVICES

- Compensation package: financial and non-financial; unique compensation packages offered by the hotel, tourism, events & catering industries
- Recognition and incentive system: examples from the existing hotels, tourism, events and clubs
- Benchmarking - collaboration with the associations e.g. Hong Kong Hotels Association, Hong Kong Restaurants Association
- Participation programme - employees' involvement in planning and the reward scheme e.g. J.W. Marriott Hotel - Cafeteria benefits plan – possibilities and limitations in Hong Kong hotel, tourism, events & catering industries. This will include Hotel ICON HR policies discussions

The Hong Kong Polytechnic University

Subject Code	HTM4348
Subject Title	Hotel and Real Estate Development
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3222 Financial Management in Hospitality, Tourism and Events
Objectives	The objective of this subject is to explore the planning, design and development process of hotels and real estate, and examine the key relevant issues. This subject introduces students to various types of business formats in the hotel industry and real estate and the sophisticated and workable system in planning and developing a hotel and real estate. At the end of the subject, students will be able to identify the principle problems and challenges during the planning, development and design process and their implications, and anticipates future trends and prospects.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Discuss the basic concepts and principles of hotel and real estate planning and development. • Understand the basic characteristics of the hotel real estate market and to assess the market value of a hotel. • Possess and be able to apply the skills, knowledge and abilities relevant to hotel and real estate planning, design and development taking into account current trends. • Understand the principles of hotel architecture and design, to estimate market supply and demand, and to project hotel and real estate financial performance. • Understand the owner’s perspective in the current hotel and real estate business. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Identify and apply the advantages and disadvantages of different types of hotel and real estate ownership and operations to Hotel Icon and other properties. • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgement in an HTM/Hotel workplace and other properties

	<p>environment.</p> <ul style="list-style-type: none"> • In teams be able to identify, define, and resolve problems relevant the HTM/Hotel ICON and other properties planning, design and development from the conceptualization stage to the completion stage. • Specifically interpret economic indicators related to hotel and real estate industry, to identify the suitability, advantages and disadvantages of hotel and real estate site, and to analyze various market segments. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analysing customer feedback from different hotel, real estates and restaurant operations in relation to hotel and real estate planning, design and development. • Interpret hotel and real estate design and development trends with an international perspective. <p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Appraise the work of the other management teams by effective communication mechanisms such as regular meetings and reporting and combining their efforts to meet the project’s objectives. • Communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas that demonstrate individual and group dynamics in communication. • Communicate their analysis on hotel and real estate planning, design and development projects to potential investors, government bodies, institutional lenders and other stakeholders in the hotel and real estate industry. <p>E. Lifelong Learners (not applicable)</p> <p>F. Ethical Leader</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON and other properties how have been applied. <p>G. Socially Responsible Global Citizen (not applicable)</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject :</p> <ol style="list-style-type: none"> a. Fundamentals of the Hotel Real Estate Market b. Hotel and Real Estate Development Process c. Location and Site Selection d. Neighborhood and Area Analysis

	<ul style="list-style-type: none">e. Supply and Demand Analysisf. Hotel and Real Estate Positioning, Design and Facilitiesg. Financial Performance Projectionh. Operation Mode and Chain Affiliation Selectioni. Hotel and Real Estate Asset Managementj. Hotel and Real Estate Investment and Valuationk. Current Local, Regional and Global Trends of Hotel and Real Estate Design and Development
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