

HTM510x Project Management in Hospitality

Subject Name	Project Management in Hospitality
Subject Code	HTM510x
No. of Credits	3
Total Contact Hours	39
Prerequisite	HTM501x Innovation and Technology Management in Hospitality HTM503x Integrated Hospitality Marketing

Subject Description:

The purpose of this course is to provide students a basic exposure to project management process in hospitality industry. The ultimate goal is to develop the competencies and skills for projects such as hotel grand opening, (re)branding, IT infrastructure upgrade, and digital marketing campaigns. This course examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Gain a systematic understanding of knowledge, and a critical awareness of current problems on project management techniques, approaches, and skills required to balance and implement short and long-range plans for managing projects to completion.
2. Develop analytical and organizational skills required assessing complex project management challenges, and develop and execute workable action plans.
3. Develop abilities to anticipate non-intuitive linkages in critical decision making processes that have later implications on processes, people, products, and profits.
4. Identify and analyze factors for successful projects, as well as reasons for failure based on specific case studies in the context of effective risk management.
5. Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

1. Introduction: project life cycle and the PM framework
2. Initiating: stakeholder management
3. Communication management/PM software
4. Scope management, work breakdown structure (WBS), time management
5. Quality and risk management
6. Cost management
7. HR and procurement management
8. Executing, monitoring, and controlling
9. Integration and change management
10. Project closing and ethics in PM