



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
Semester, 2008/2009

Course Syllabus

Course Title: Hotel culture / English	Course code: 381301
Course Level: Third year	Course prerequisite (s) and/or co requisite(s): 0381101
Lecture Time:	Credit hours: 3

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

This course designed to increase the level of English proficiency for hotel management students, by focusing on hotel and restaurant specific situations, and using role plays. This course aims at raising the level of skills and knowledge of English language by focusing in hospitality related issues

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Course module objectives:

The main objectives of this module are to achieve the following objectives:-

- **Linking Hospitality Management programs.**
- **The Service Responsibility of Hospitality Educators.**
- **To Know the institutional Trend in higher Education .**

Course/ module components

Books (title , author (s), publisher, year of publication)

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lecture, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- **Knowledge and understanding**
 - To know hospitality industry as a sector of national economy.
 - To Learn the importance of tourism in different levels (socio- economic and environmental) .
- **Cognitive skills (thinking and analysis).**
 - To Learn and analysis hospitality experience and education.
 - To think how we can develop the hospitality experience.
- **Communication skills (personal and academic).**
 - Skills of personal experience in managing the meetings and conferences.
 - To communicate with different hospitality education systems (e .i . u.k . Amercan)
- **Practical and subject specific skills (Transferable Skills).**
 - Practice in quality education system.
 - Practicing of specific case studies
 - Skills for research analyzing and reporting.

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	20

Total	100
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Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Making a booking	
(2)	The reception	
(3)	Reserving label	
(4)	Taking an order	
(5)	The Kitchen	
(6) First examination	Dealing with am slake	
(7)	Laundry and Dry cleaning	
(8)	The operator	
(9)	Giving Direction	
(10)	Tourists sight and Local community	
(11) Second examination	Host and guest relationship	
(12)	The Sales and Marketing Hotel techniques	
(13)	Hotel Security	
(14)	Travel Agencies	
(15)	Glossary and case- Studies	

Specimen examination (Optional)		
(16) Final Examination	مراجعة عامه	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

- Books**

Code	Course Name	Author	Title	Edition	Publisher	ISBN	Language
0381301	Hotel Culture in / English	Kotler, Bowen, Makens	Marketing for Hospitality and Tourism	Third	Prentice Hall	-13-0 7-120057	2
		Borrows, Bosselman	Hospitality Management Education		Haworth Hospitality press	0-7890-0441-0	2
		Lane, Dupre	Hospitality World , an Introduction		Wiley	0-471-28989-2	2
		Brotherton	The International Hospitality industry		Butter worth, Heinemann	0-7506-5295-0	2
		John R . Walker	Introduction to Hospitality		Prentice Hall	0-13-917881-3	2
		Paul R.	Hospitality		Wiley	0-471-	2

		Dittmer	industry			38479-8	
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- **Journals**
 - **Journal of Quality Assurance in Tourism and Hospitality**
 - **Tourism Review International**
 - **Journal of Teaching in Travel and Tourism**

- **Websites**
[**www.polyu.edu.hk/htm/**](http://www.polyu.edu.hk/htm/)