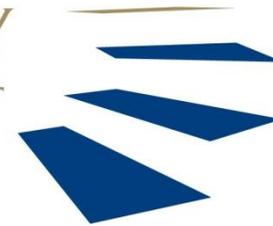


**THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT**

In academic association with Ecole hôtelière de Lausanne



MAPPING OF LEARNING OUTCOMES TO METHODS OF ASSESSMENT

Version: 1

Date: June 2010

Mapping of Learning Outcomes to Methods of Assessment

Course Title and Code	Learning Outcomes	Methods of Assessment
<p>ACNT 201 MANAGEMENT ACCOUNTING</p>	<p>LO.1. Demonstrate satisfactory arithmetic and accounting skills</p> <p>LO.2. Understand the format of basic Profit and Loss and Balance Sheets to aid decision making in a hospitality context.</p> <p>LO.3. Explain the purpose, principles and processes underpinning a Budgetary Control System in a hospitality context.</p> <p>LO.4. Produce Operating, Cash and Master Budgets in a hospitality context from given data.</p> <p>LO.5. Produce a basic analysis on variances between budgeted and actual operating financial performance in a hospitality context from given data.</p> <p>LO.6. Understand the function and behaviour of costs in a hospitality context in respect of calculating Break/Even and setting prices on a cost basis.</p>	<p>Coursework 60% Two pieces of coursework will assess the following learning outcomes: First piece of coursework - LO 1, 2, 3 and 4 (producing budgets) Second piece of coursework – LO 1, 5 and 6 (analyze variances; calculate B/Even and selling prices)</p> <p>Final Exam 40% The final exam will assess the following learning outcomes: LO 1-2-3-4 -5-6</p>

<p>BUS 101</p> <p>TOURISM AND HOSPITALITY BUSINESS</p>	<p>LO 1. Define the scope, size and nature of the international hotel and tourism industry.</p> <p>LO 2. Demonstrate awareness of the component parts of the Industry.</p> <p>LO 3. State the purpose and activates of various sectors of the industry.</p> <p>LO 4. Classify the different types of managerial careers and jobs that are required to ensure the functioning of different operational departments.</p> <p>LO 5. Explain the principal roles performed by Managers in Industry</p>	<p>Coursework 60% - addresses LO 3, 4</p> <p>Final Exam 40% - addresses LO 1, 2, 3, 4, 5</p> <p>Coursework Questions</p> <p>Q1. For a destination of your choice, identify the size and nature of the tourism industry.</p> <p>Q2. Define the Purpose of a Hotel.</p> <p>Each question must be answered in a business report format and should be no longer than 500 words.</p>
<p>Comp 102</p> <p>BUSINESS INFORMATION SYSTEMS</p>	<p>LO 1. Demonstrate conceptual understanding of Decision Support Systems and Practical Management Science.</p> <p>LO 2. Demonstrate knowledge of basic spreadsheet modeling techniques for data analysis in marketing and finance.</p> <p>LO 3. Demonstrate ability to use solver tools in spreadsheets for constrained optimisation problems</p> <p>LO 4. Demonstrate capacity to utilise project management tools in project planning</p>	<p>The assessment for this course will be continuous in nature</p> <p>Group assignments 70% - Assesses all 4 Learning Outcomes</p> <p>Individual Contribution 10% - Assesses all 4 Learning Outcomes</p> <p>Exam/Test 20% - Assesses Learning Outcomes 1 & 2</p>

<p>COMP 301</p> <p>Strategic Information Technology</p>	<p>LO 1. Identify the potential and limitations of Information System (IS) and Information Technology (IT).</p> <p>LO 2. Examine current issues related to assessing and adapting IT.</p> <p>LO 3. Demonstrate a conceptual understanding of IT use in hospitality industries.</p> <p>LO 4. Identify emerging technologies and assess their potential in the hospitality industry.</p> <p>LO 5. Evaluate the feasibility of IT projects and appraise their competitive potential</p>	<p>Group assignments 70% - Assesses all 5 Learning Outcomes</p> <p>Individual effort 10%</p> <p>Exam 20% - Assesses LO 1 &, 3</p> <p><i>The Group Assignments</i> will be a series of in-class case study analysis tasks that will follow the lecture/discussion component of each session. To ensure participation by all the group members, a peer evaluation component (individual effort) is integrated into the assessment.</p>
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<p>CULN 101</p> <p>PROFESSIONAL FOOD PREPARATION</p>	<p>LO 1. Demonstrate wide – ranging knowledge of issues relating to gastronomy</p> <p>LO 2. Assess the impact of: agricultural, environmental and sociological influences on gastronomy</p> <p>LO 3. Demonstrate an understanding of current trends and potential innovation, and their future effect</p> <p>LO 4. Prepare and cook a variety of gastronomic dishes, using different cooking methods</p> <p>LO 5. Interpret and use a recipe</p> <p>LO 6. Demonstrate an understanding of basic menu planning</p> <p>LO 7. Carry out basic kitchen accounting tasks</p>	<p>Your grade in the course will be based on both your individual and group efforts and performance.</p> <p>Coursework 60% - addresses Learning Outcome 3, 4, 5 and 6</p> <p>Final Exam 40% - addresses Learning Outcome 1, 2, 3, 6 and 7</p> <table border="0" data-bbox="1354 560 1858 714"> <thead> <tr> <th>Progress Tests Week commencing</th> <th>Weight on course</th> </tr> </thead> <tbody> <tr> <td>11th April 2010</td> <td>10%</td> </tr> <tr> <td>9th May 2010</td> <td>5%</td> </tr> </tbody> </table>	Progress Tests Week commencing	Weight on course	11 th April 2010	10%	9 th May 2010	5%
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<p>CULT 201</p> <p>CULTURAL DIVERSITY</p>	<p>LO.1 Explain various definitions and characteristics of culture</p> <p>LO.2 Demonstrate a basic understanding of Islam and Muslim life</p> <p>LO.3 Instruct others on a chosen culture topic using appropriate theory and refereed journal articles.</p> <p>LO.4 Explain how social contact – an individual’s communication and interactions in multicultural settings – is influenced by their cultural orientation.</p> <p>LO.5 Predict how National Culture and values influence social interaction in a multicultural workplace.</p> <p>LO.6 Appreciate how organizational culture influences social interaction in a multicultural workplace.</p> <p>Lo.7 Explain how perceptions of culture influence customer satisfaction with service delivery.</p> <p>LO 8. Examine a culture question by analyzing and discussing the data from a qualitative interview.</p>	<p>Annotated Bibliography – LO 3 – 50%</p> <p>Scenario presentation LO 2, 4, 7 – 30% (Group)</p> <p>Poster Presentation LO 1,8 – 20% (Group)</p>
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<p>DSGN 301</p> <p>Interior Design and Architecture (ELECTIVE)</p>	<p>LO1. Relate the art and science of architecture and design to the hospitality industry.</p> <p>LO2. Appreciate the internal and external design components of a range of hotel properties and functional hotel areas.</p> <p>LO3. Develop a realistic perspective about the intricacies of hotel design in a rapidly changing global environment.</p> <p>LO4. Understand the elements of environmentally sustainable design and the challenge of sustainability.</p> <p>LO5. Understand the managerial and financial aspects of hotel design projects.</p> <p>LO6. Identify management and operational issues within hospitality design projects, and apply research skills and techniques to solve them</p>	<p>Individual assessment</p> <ul style="list-style-type: none"> ○ Final Examination: 40% ○ Addresses all learning Outcomes <p>📁 Group assessment</p> <ul style="list-style-type: none"> ○ Project (see project brief) 60% ○ Addresses LO3- 4 - 5 - 6
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<p>DSGN 302</p> <p>Facilities and Installations Planning (ELECTIVE)</p>	<p>LO 1 Evaluate controversial issues relating to the management of facilities.</p> <p>LO 2 Assess (and influence the potential outcomes of) perceived risks</p> <p>LO 3 Analyse and apply the principles of managing the estates portfolio</p> <p>LO 4 Evaluate Facilities Management strategies in rapidly changing environments.</p> <p>LO 5 Understand the legal and regulatory framework of facilities management</p> <p>LO 6 Make informed choices concerning renewable and non-renewable resources</p>	<p>1. Weighting 60% A written report based on an investigation into specific issues in Facilities Management. This is an individual piece of work. LO 1</p> <p>2. Weighting 40% Assessment 2 is a presentation and supporting report, following a visit to a Jumeriah hospitality establishment that focuses on topical issues. You will work in small groups of no more than 5. LO 2, 3, 4,5, 6</p>
<p>ECOM 301</p> <p>E-COMMERCE (ELECTIVE)</p>	<p>LO 1. Understand what is e-commerce and e-business.</p> <p>LO 2. Develop an insight into the technology infrastructure for e-commerce.</p> <p>LO 3. Demonstrate understanding of tools for building an e-commerce website.</p> <p>LO 4. Understand payment gateways and identify security issues.</p> <p>LO 5. Comprehend the social dimensions of e-commerce.</p>	<p>In-class assignments 70% - Assesses LO 1, 3, 4 & 5</p> <p>Individual effort 10%</p> <p>Exam 20% - Assesses LO 1, 2 & 3</p>

<p>ECON 302</p> <p>TOURISM ECONOMICS</p>	<p>LO 1. Understand the basic principles of economics: demand, supply, pricing, price elasticity, and opportunity cost and resource allocation.</p> <p>LO 2. Understand the macro economic flows of tourism.</p> <p>LO 3. Understand the importance of tourism to an economy.</p> <p>LO 4. Consider both the positive and negative impacts of tourism on an economy – social, cultural, environmental and economic.</p> <p>LO 5. Define sustainable tourism.</p> <p>LO 6. Recognise the economic impact of climate change upon the global tourism industry</p>	<p>Coursework – 60% to be completed in pairs 3 written tutorial papers, 1000 words, due at the beginning of tutorial 4, 7, and 10 Each tutorial paper will be based upon a case study supplied in tutorial 1, 4 and 7</p> <p>Marks: 20% for each paper to a total of 60% of the course grade</p> <p>Assessment Item 1 – Learning outcomes – 2,3,4,5,6</p> <p>Assessment Item 2 - Learning Outcomes – 1, 2 and 3</p> <p>Assessment Item 3 – Learning Outcomes – 1,2,3,4, and 5</p> <p>Exam – 40% - Learning Outcomes – 1,2,3,4,5</p>

<p>ETHS 301</p> <p>BUSINESS ETHICS</p>	<p>LO 1. Demonstrate understanding of the ethical theories and definitions.</p> <p>LO 2. Identify the advantages and disadvantages of the different ethical theories</p> <p>LO 3. Demonstrate an ability to apply the theoretical background into real business cases and dilemmas</p> <p>LO 4. Illustrate an ability to use ethics as a basis for decision making</p> <p>LO 5. Recognize the different areas under the CSR umbrella</p> <p>LO 6. Examine the significance of ethics in business, corporate culture and social responsibility</p> <p>LO 7. Identify and defend a suitable theory for resolving a stated ethical dilemma</p> <p>LO 8. Discuss the consequences of unethical and ethical business decisions.</p>	<p>Exam – 40% Individual, unseen, closed-book exam. This test will assess learning outcomes 1-8.</p> <p>Coursework – 60% Individual:</p> <p>1. Progress test (short essays, multiple choice and true false) 15%. This progress test will assess learning outcomes 1-5</p> <p>2. Portfolio of class related work (e.g. write up of presentations and discussions, review of articles/cases/videos, learning log) 15% This portfolio will assess learning outcomes 1-8</p>
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<p>FABM 101</p> <p>FOOD AND BEVERAGE BUSINESS</p>	<p>LO 1. Identify and use different methods of cost and revenue control</p> <p>LO 2. Demonstrate an understanding of labour control techniques and labour productivity</p> <p>LO 3. Describe examples of food and beverage operations that employ service processes which complement the scope and application of a practical situation in regard to approaches to customer satisfaction; flow of service and resources; technological considerations; and merchandising and marketing considerations</p> <p>LO 4. Critically evaluate food and beverage processes and management in various catering establishments</p> <p>LO 5. Plan a working environment that demonstrates effective uses of resources such as equipment, materials, staff and time.</p> <p>LO 6. Describe the process of HACCP, the importance and benefits of the control points in the food business</p> <p>LO 7. Describe how the following can be achieved from a range of meal experiences:</p> <ul style="list-style-type: none"> • Excellent customer service • Customer satisfaction • Optimisation of resources and productivity <p>LO 8. Effective use of planning, organising, and controlling techniques</p>	<p>Coursework – 60%</p> <p>*2 Progress tests -5% each</p> <p>*HACCP report -10% - Learning Outcome 6</p> <p>*Group assignment -20% - Learning Outcome 3, 4 and 5</p> <p>*Individual assignment – 20% - Learning Outcome 1, 2</p> <p>Exam – 40% - Learning Outcome 1, 2, 3, 4, 5, 6, 7, 8</p>
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<p>FABM 202</p> <p>FOOD AND BEVERAGE MANAGEMENT II (ELECTIVE)</p>	<p>LO 1. Analyse the processes and steps required to successfully develop and implement a food and beverage concept</p> <p>LO 2. Use a range of food and beverage operational techniques and principles in a practical service</p> <p>LO 3. Apply effective use of food and beverage resources, materials, staff, equipment, time and costs to achieve high levels of productivity</p> <p>LO 4. Demonstrate management and supervisory skills of planning, 12ormalize12, leading and controlling the food and beverage operation</p> <p>LO 5. Apply the principles of menu planning and design, human resources and marketing with the operation.</p> <p>LO 6. Analyse customer satisfaction data, finance reports and the overall operational process to 12ormalize a report</p>	<p>Coursework – 100%, marks listed below: Concept Specification Document Learning Outcome 1, 4</p> <p>Marketing Plan Learning Outcome 1, 4, 5</p> <p>Schedules and Job Descriptions Learning outcome 3, 4</p> <p>Menus, Recipes, Costs and Purchases Learning Outcome 4, 5</p> <p>Forecast and Expense account Learning Outcome 3, 6</p> <p>Daily and External Evaluator Learning Outcome 2, 3, 4, 5</p> <p>HygieneEvaluation Learning Outcome 3, 4</p> <p>CSI Report Learning Outcome 6</p> <p>Final Report and De-Brief Learning Outcome 6</p>
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<p>FABM 203</p> <p>Gastronomy (ELECTIVE)</p>	<p>LO 1. Describe the history of gastronomy, sociology and psychology of food</p> <p>LO 2. Describe the conditions required for vineyards</p> <p>LO 3. Identify and demonstrate specific flavours and aromas of beverages</p> <p>LO 4. Match food with beverages</p> <p>LO 5. Demonstrate advanced preparation and cooking techniques on a range of food items</p> <p>LO 6. Plan a working environment that demonstrates effective uses of resources such as equipment, materials, staff and time.</p> <p>LO 7. Demonstrate at a practical level the skills for planning, organising , leading and controlling resources</p> <p>LO 8. Demonstrate an understanding of labour control techniques and labour productivity</p> <p>LO 9. Apply the principles of food and beverage menu planning and design</p> <p>LO 10. Understand and apply food and beverage cost control and calculations</p>	<p>Coursework – 100% - There is no final exam for FABM203.</p> <p>See the breakdown down of marks below:</p> <p>Glazed Dish Display Learning Outcome 5, 6</p> <p>Food and Wine Match Learning Outcome 2, 3, 4</p> <p>Menu Composition Learning Outcome 9</p> <p>Industry Trends Learning Outcome 1</p> <p>Calculations / Specification Learning Outcome 7, 10</p> <p>Gastronomy Meal, CSI, De-Brief Learning Outcomes 2, 3, 4, 5, 6, 7, 8</p>
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<p>FABS 101</p> <p>FOOD AND BEVERAGE SERVICE</p>	<p>LO 1. Describe the service provided in different food and beverage outlets and their characteristics and operational styles.</p> <p>LO 2. Describe the structure and organisation of the food and beverage industry.</p> <p>LO 3. Understand the categorisation of the industry and the nature of the market.</p> <p>LO 4. Understand the use and application of food and beverage products and discuss ethical issues related to the provision of food and drink.</p> <p>LO 5. Demonstrate basic beverage knowledge.</p> <p>LO 6. Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.</p> <p>LO 7. Describe the general market for food and beverage by displaying an understanding of the recent performance of the local food and beverage industry.</p> <p>LO 8. Display an understanding of different market levels, appropriate service environments, service levels, menus and pricing structures in relation to consumer needs.</p>	<p>Coursework 60% - addresses Learning Outcome 3, 4, 5, 6,</p> <ul style="list-style-type: none"> . Daily evaluation of restaurant work (25%) . Industry Experience (20%) . Group Assignment (15%) <p>Final Exam 40% - addresses Learning Outcome 1, 2, 3, 7, 8</p>
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<p>FINN 301</p> <p>FINANCIAL ACCOUNTING</p>	<p>LO.1. Describe the role of the financial manager in the firm in maximizing value to owners.</p> <p>LO.2. Apply financial techniques to analyze financial performance</p> <p>LO.3. Demonstrate the various techniques required to produce a financial feasibility study</p> <p>LO.4. Identify and rationalize the importance of the essential factors used for financial planning and forecasting</p>	<p>Coursework 60% Two pieces of coursework will assess the following learning outcomes: First piece of coursework - LO 1 and 2 Second piece of coursework – LO 1 and 3</p> <p>Final Exam 40% The final exam will assess the following learning outcomes: LO 1-2-3-4</p>																								
<p>FINN 401</p> <p>REAL ESTATE (HOTEL) FINANCE</p>	<p>LO 1. Assess the financial feasibility of hospitality operations through the application of financial concepts.</p> <p>LO 2. Evaluate the operational and financial consequences of the acquisition of capital assets.</p> <p>LO 3. Justify the recommendations and decisions made in the financial feasibility study.</p> <p>LO 4. Explain concisely the concepts underpinning the techniques of financial feasibility.</p> <p>LO 5. Reflect on the importance of good ‘small team’ dynamics to successfully carry out a project</p>	<table border="1"> <thead> <tr> <th>Assessment</th> <th>L/O</th> <th>Assessed by:</th> <th>Weight %</th> </tr> </thead> <tbody> <tr> <td>Written Report</td> <td>1-3</td> <td>Lecturer</td> <td>55%</td> </tr> <tr> <td>Presentation</td> <td>1-3</td> <td>Peer group lecturer</td> <td>15%</td> </tr> <tr> <td>Progress report</td> <td>5</td> <td>lecturer</td> <td>8%</td> </tr> <tr> <td>Individual Knowledge</td> <td>4</td> <td>lecturer</td> <td>12%</td> </tr> <tr> <td>Group* interaction</td> <td>5</td> <td>Group members</td> <td>10%*</td> </tr> </tbody> </table>	Assessment	L/O	Assessed by:	Weight %	Written Report	1-3	Lecturer	55%	Presentation	1-3	Peer group lecturer	15%	Progress report	5	lecturer	8%	Individual Knowledge	4	lecturer	12%	Group* interaction	5	Group members	10%*
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Group* interaction	5	Group members	10%*																							

<p>LANG 102</p> <p>BUSINESS COMMUNICATION</p>	<p>LO 1. Appreciate and apply the skills necessary in essay writing in order to communicate clearly</p> <p>LO.2 Demonstrate comprehension of the critical thinking process in order to evaluate reasons and make decisions</p> <p>LO.3 State a point of view and formulate a reasoned argument to prove its correctness</p> <p>LO.4 Understand the relationship between written/spoken skills and academic/professional achievements</p> <p>LO.5 Apply the appropriate style in managerial business writing</p> <p>LO.6 Deliver an oral presentation “under pressure” that sets forth a thoughtful and objective argument</p> <p>LO.7 Create and deliver business presentations in both written and oral format</p> <p>LO.8 Understand and apply academic criteria to find and critically evaluate information resources, and correctly cite these sources according to APA referencing standards</p>	<p>Sentence Recombining LO 1,3, 6</p> <p>Letter Writing: Good News, Bad News, Persuasion LO 1, 3</p> <p>Cultural Awareness: Proper Form for Itinerary and E-mail LO 1, 2, 3, 4</p> <p>Letter Writing Review LO 1, 3</p> <p>Research Skills Session LO 6, 8</p> <p>Short Business Report (Written – Direct Method) LO 1, 3, 6, 8</p> <p>Presentation of Business Report (Oral – Indirect Method) LO 1, 5, 6, 7</p> <p>Business Ethics LO 1, 2, 4</p> <p>Motivational Speech LO 1, 5</p>
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<p>MATH 101</p> <p>HOSPITALITY ACCOUNTING</p>	<p>LO 1. Illustrate satisfactory arithmetic and basic accounting skills.</p> <p>LO 2. Explain the purpose, principles and processes underpinning the production of 'Profit and Loss Accounts' and 'Balance Sheets' (Financial Statements).</p> <p>LO 3. Formulate simple Financial Statements from given data.</p> <p>LO 4. Explain the benefits and the limitations of using the outputs of the accounting system for decision making at the operational level</p> <p>LO 5. Explain the accounting system and its application in the hospitality industry at the operational level</p>	<p>Progress Tests L.O 1, 2, 3 = 48 %</p> <p>Participation = 12 %</p> <p>Examination LO 1, 3, 4, 5 = 40%</p>
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<p>MINGT 201</p> <p>ORGANISATIONAL BEHAVIOUR</p>	<p>LO 1. Explain the nature of managerial work in a variety of forms of organization, taking into account the impact of the external environment</p> <p>LO 2. Indicate the major challenges and opportunities managers have in using OB concepts and practices.</p> <p>LO 3. Appreciate the foundations of individual behaviour and employee job satisfaction</p> <p>LO 4. Classify key personality traits and apply Hofstede’s cultural dimensions to comprehend different sets of values.</p> <p>LO 5. Appreciate the study of human behaviour and its implications for the management of organizations and businesses</p> <p>LO 6. Predict how groups and teams develop and function and their impact on performance</p> <p>LO 7. Explain organisational structures and their impact on the process of organisational development</p> <p>LO 8. Contrast different leadership styles and motivational techniques</p>	<p>Exam – 40% Individual, unseen, closed-book exam, encompassing 2 compulsory essay questions and 1 short answer question. For the short answer question, you will be given the choice from 3 questions. This progress test will assess learning outcomes 1-8.</p> <p>Course work – 60% Individual: 1. Progress test (multiple choice/true false & definitions) 25%. This progress test will assess learning outcomes 1-5</p> <p>Group: 2. Group assignment 35 %. In groups of 4, write an essay which addresses the following: ☐ Defines and discusses “Organizational Culture”. ☐ Using examples, discusses how knowledge of organizational culture can help managers during mergers. Assess learning outcomes 2, 5, 6</p>
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<p>MNGT 301</p> <p>SERVICE OPERATIONS MANAGEMENT</p>	<p>LO 1. Examine the main concepts of services operations through a systematic approach highlighting the interrelations between these concepts.</p> <p>LO 2. Investigate the transferability of the services operations concepts from the industrial sector to the services.</p> <p>LO 3. Summarize the main interconnections between organizational functions, operations, production and others by stressing the importance of management and the influence of external environments.</p> <p>LO 4. Demonstrate the use of services operations management techniques to real examples and exercises.</p> <p>LO 5. Analyse service policies to understand their importance in gaining competitive advantage.</p> <p>LO 6. Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.</p>	<p>Final Exam 40%</p> <p>Both the coursework assignment and the final exam will assess all learning outcome L1-L6</p> <p>Group Project – 60%</p> <p>Groups of at most five students will conduct a study of a particular service organization LO 3, 4, 5, 6</p>
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<p>MNGT 303</p> <p>HUMAN RESOURCE MANAGEMENT</p>	<p>LO 1. Identify the role of the HR department and the internal and external influences in this department.</p> <p>LO 2. Formulate a recruitment and retention policy based on the strategic intent of a company.</p> <p>LO 3. Employ selection methods and design and conduct a competency based interview.</p> <p>LO 4. Conduct and evaluate performance appraisal interviews.</p> <p>LO 5. Analyse training policies based on organisation needs and evaluate approaches to training.</p> <p>LO 6. Evaluate how personality types, work behaviours, and job performance monitoring can be used to inform employee development.</p> <p>LO 7. Comprehend the different sources of conflicts – grievance, discipline and dismissal.</p> <p>LO 8. Discuss the ways companies attempt to select, train, compensate and reintegrate expatriate managers.</p> <p>LO 9. Compare and contrast UAE Labour Law and with other European Labour Laws</p>	<p>Business Report: 25% (Max 2000 words)</p> <p>LO 1</p> <p>☑ Individual Assessment Item</p> <p>“Organisations do not need HR departments as line managers are perfectly capable of doing their own recruitment and selection”.</p> <p>Portfolio: 25% LO 1 - 8</p> <p>Presentations: 2 X 10% (total of 20%)</p> <p>LO 5, 9</p> <p>Exam: 30% LO 1 - 9</p>
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<p>MNGT 304</p> <p>Professional Human Resource Management Skills (ELECTIVE)</p>	<p>LO 1. Define the psychological contract and to examine the importance of managing this contract.</p> <p>LO 2. Discuss the skills necessary to professionally manage the psychological contract</p> <p>LO 3. Critically evaluate the acquired HR skills and develop a personal plan to improve on these skills</p> <p>LO 4. Apply new acquired skills in various HR settings</p> <p>LO 5. Design, execute and evaluate an interactive training</p>	<p>35 %: Unspecified (may include: short in class quizzes, written assignments and participation – and assesses learning outcome 1, 2 and 4)</p> <p>15 %: Personal development plan and learning log (assesses learning outcome 1 and 3)</p> <p>35 %: Planning, executing and evaluating training event (assesses learning outcomes 4 and 5)</p> <p>15 %: Reflection on training event (assesses learning outcome 5)</p>
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<p>MINGT 403</p> <p>Business Simulation (ELECTIVE)</p>	<p>LO.1. Assess and understand the implications of a crisis from a macro and micro perspective.</p> <p>LO.2. Understand the concepts of risks and crisis</p> <p>LO.3. Explore the various types of crisis that could face the tourism industry and means of reacting to it in a strategic manner.</p> <p>LO.4. Understand the process of risk assessments, crisis management and business continuity.</p> <p>LO.5. Understand the scope and consequences of recent crisis that affected the tourism sector.</p> <p>LO.6. Critically evaluate the responses and strategies adopted by companies and destinations in case of emergencies and crisis</p> <p>LO.7. Demonstrate an ability to relate the theoretical concepts to a real life situation.</p>	<p>Coursework 60% - addresses LO: 1-2-3-5-6-7</p> <p>Final Exam 40% - addresses LO: 1-2-3-4-5-6-7</p> <p>Coursework Quizzes (20 %)</p> <p>☑ There will be a total of 4 quizzes in this course. They will account for 30 % of your final grade. The quiz material will come from the case book and from class information. The quizzes can be administered at the beginning or at the end of the class session.</p> <p>2. Individual Assignment (two parts) – 40% (LO: 2; 4; 6; 7)</p>
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<p>MINGT 405</p> <p>HOSPITALITY AND TOURISM LAW</p>	<p>LO 1. Demonstrate a basic knowledge and understanding of the key principles and concepts on the list following and of how they apply to the management of hospitality companies.</p> <p>LO 2. Gain a management's view of current laws affecting the hospitality industry.</p> <p>LO 3. Understand the general application of tort and contract law in respect to the hospitality and tourism industries.</p> <p>LO 4. Understand the legal issues relating to establishments that serve food and alcohol.</p> <p>LO 5. Understand the legal issues relating to specialized destinations (casinos, theme parks and spas).</p> <p>LO 6. Recognize the potential hazards that could give rise to a negligent breach of duty within the hospitality industry</p> <p>LO 7. Identify and present strategies to protect patrons and their property while minimizing a company's legal risk.</p> <p>LO 8. Work effectively with lawyers for the best interests of the company</p>	<p>Your overall learning is graded as follows: Your</p> <p><i>Preparedness and Participation (P&P)</i> 10%</p> <p><i>Risk Assessment Project</i> 40% (LO 6, 7)</p> <p><i>Final Exam</i> 50% (LO 1, 2, 3, 5, 8)</p>
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<p>MNGT 402</p> <p>STRATEGIC MANAGEMENT</p>	<p>LO 1. Summarize the importance of strategy and determine what makes (and keeps) companies competitive.</p> <p>LO 2. Evaluate the relative competitive strengths of companies within an industry.</p> <p>LO 3. Determine the role of vision and mission in shaping a company.</p> <p>LO 4. Examine the concept of the value chain and how this can shape the competitiveness of an organization.</p> <p>LO 5. Define key concepts and terms related to strategic management.</p> <p>LO 6. Evaluate the various internal and external environmental factors that have an influence on the strategies used by tourism and hospitality businesses.</p> <p>LO 7. Appraise how companies make choices among a variety of strategic options.</p> <p>LO 8. Determine how companies evaluate different strategic options</p>	<p>Coursework 60% - addresses LO: 1-2-3-5-6-7-8 Final Exam 40% - addresses LO: 1-2-3-4-5-6-7-8</p> <p>Coursework Assignments – 60%</p> <ul style="list-style-type: none"> ☐ Strategic Management Group Project (20%) ☐ Written Case Analysis (20%) ☐ Quizzes (20%) <p>Final Exam – 40%</p>
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<p>MRKT 101</p> <p>MARKETING</p>	<p>LO.1. Define and describe the philosophies and principles of marketing for hospitality and tourism</p> <p>LO.2. Identify and describe service industries and their specific characteristics affecting marketing</p> <p>LO.3. Describe how strategy and the macro and micro-environment influence the marketing process</p> <p>LO.4. Illustrate the importance of market research and marketing information systems to a market driven service organisation</p> <p>LO.5. Understand the basic characteristics of consumer and business buying behaviour in hospitality and tourism</p> <p>LO.6. Apply market segmentation, targeting and positioning techniques, creating competitive advantage</p> <p>LO.7. Analyse service process design, new services development, branding and service quality</p> <p>LO.8. Explain the importance of the customer focus, service quality, customer needs, wants, satisfaction, and customer loyalty to a service product</p> <p>LO.9. Understand pricing strategies and contrast different approaches</p> <p>LO. 10. Understand the use of distribution channels, traditional marketing intermediaries, personal sales or direct and online marketing</p>	<p>Weekly quizz: 10 per semester: 20% of final grade (LO 1,2,3,4,5,6,7,8,9)</p> <p>In class presentation: 2 graded per semester: 20% of final grade (LO 1,2,3,4,5,6)</p> <p>Mid semester exam: 30% of final grade (LO 1,2,3,4,5)</p> <p>Final Exam: 30% of final grade (6,7,8,9,10)</p>
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<p>MRKT301</p> <p>Services Marketing -</p>	<p>LO1. Recognize and understand specific issues related to the services marketing in general; emphasizing the relationship marketing approach.</p> <p>LO2. Understand the place and role of a marketing department and marketing activities within a service firm.</p> <p>LO3. Through case studies and examples of service/hospitality firms in the international environment:</p> <p>i. Extend the limits of operational thinking;</p> <p>ii. Gain the ability to analyze changing services environment; and</p> <p>iii. Propose viable solutions for both transactional and relationship marketing activities.</p> <p>LO4. Apply in a creative way the different marketing tools and concepts, building upon and broadening strategic marketing insights acquired in the earlier semesters</p>	<p>Individual assessment</p> <ul style="list-style-type: none"> ○ Final Examination: 40% ○ Addresses all learning Outcomes <p>☑ Group assessment</p> <ul style="list-style-type: none"> ○ Project (see project brief) 60% ○ Addresses LO4
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<p>PROJ401</p> <p>Consultancy Project</p>	<p>LO1. Demonstrate an advanced understanding of current research and scholarship on innovation and creativity within one or two specific clusters of the hospitality and tourism industries.</p> <p>LO2. Develop and negotiate clear, practical and realistic terms of reference in response to client needs, which are then shown to be clearly achieved in the final report</p> <p>LO3. Effectively implement a designated research strategy, successfully gathering relevant information to operationalize the work plan</p> <p>LO4. Evaluate the data, using appropriate academic concepts and frameworks, and use it to draw together alternatives for development plans and to produced a structured and detailed analysis in an operational context, using both primary and secondary information sources.</p> <p>LO5. Produce a written consultancy report, using appropriate conventions, which satisfies the client's needs; reports appropriately for those needs; has clarity and is effective in presenting the outcomes of the project.</p> <p>LO6. Suggest and justify tactics and develop cost effective action plans.</p> <p>LO7. Use effective and appropriate communications techniques to present the outcomes of the consultancy project to client and faculty groups.</p>	<p>This module will be assessed by</p> <ul style="list-style-type: none"> ○ One piece of written work in report format (70%) ○ A presentation of project findings and recommendations to a panel of tutors and clients (30%) <p>Both methods of assessment will address all learning outcomes</p>
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<p>RDMG 202</p> <p>ROOM DIVISION MANAGEMENT (ELECTIVE)</p>	<p>LO 1. Identify and describe the various room inventory distribution channels currently used in the hospitality industry, and to discuss the evolution and current status of technology behind these channels.</p> <p>LO 2. Describe the principles of room inventory and rate management applied across the room inventory distribution channels.</p> <p>LO 3. Describe the principles, methodology and practices of yield and revenue management in the hospitality industry.</p> <p>LO 4. Identify major source of hotel reservations contracts and to identify the key components used in the reservations contracts.</p> <p>LO 5. Recognize the use of forecasting and overbooking in reference to room availability by applying the ratios and formulas managers use to forecast room availability.</p> <p>LO 6. Identify and describe various techniques and strategies used for pricing rooms in a hotel environment.</p> <p>LO 7. Describe the human resources planning process for the rooms division of a hotel</p>	<p>Group Project – 40%</p> <p>i. Group project</p> <p>Coursework assignments will assess the following learning outcome /objective(s):</p> <p>Project: LO 1-2-3-4-5-6-7-8</p> <p>Exam – 40%</p> <p>The final exam will assess the following learning outcome /objective(s):</p> <p>LO 1-2-3-4-5-6-7-8</p>
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<p>RDOP 101</p> <p>HOUSEKEEPING OPERATIONS</p>	<p>LO 1. Explain the management styles used in the housekeeping department and to explain the purpose, role and areas of responsibility of a housekeeping department in a hotel unit.</p> <p>LO 2. Explain the organization structure within the housekeeping department and to list the responsibilities of an executive housekeeper, supervisor and rest of housekeeping employees. Highlight job specifications of the various positions within the department, highlighting the importance and need of team working amongst employees and management. Managing housekeeping personnel and all explain the human resources practices needed.</p> <p>LO 3. Understand the importance and role of planning housekeeping operations with the use of documents and SOPs by demonstrating an understanding of the activities involved alongside with operational procedures.</p> <p>LO 4. Identify the skills needed and manage effectively the departmental budget, inventory, material classification and any related pre-opening operations.</p> <p>LO 5. Explain the importance of cleanliness and hygiene and identify the guestroom layouts, status codes and the standard contents of a guestroom.</p> <p>LO 6. Understand the process of cleaning the different types of guest rooms and public areas.</p> <p>LO 7. Identify the role of a supervisor in housekeeping starting with rooms inspections until how to handle guest complaints.</p>	<p>Course work (60%)</p> <p>i. Quizzes (20% in total)</p> <p>ii. Progress test (20%)</p> <p>iii. Diary / Report (10%) & Evaluation forms (10%)</p> <p>Coursework assignments will assess the following learning outcomes: Quizzes: LO1, LO2, LO-3, LO4, LO5, LO6, LO7, LO8.</p> <p>Progress Test: LO1-2-3</p> <p>Report & Evaluation forms: LO 1-2-3-4-5-6-7-8</p> <p>Final Exam (40%) The final exam will assess the following learning outcome /objective(s): LO 1-2-3-4-5-6-7-8</p>
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	<p>LO 8. Understand the crucial meaning of safety and security, list possible hazards for housekeeping employees and identify ways of preventing pests into the hotels by the use of pest control and proper waste disposal</p>	
<p>RDOP 102 FRONT OFFICE OPERATIONS</p>	<p>LO 1. Have an overview of the hotel industry, the hotel classification system and the role played by the lodging segment within the hospitality industry.</p> <p>LO 2. List and explain the organization of lodging properties within the hospitality industry.</p> <p>LO 3. Explain the role of the Front Office department and its organization In order to draw and describe the organization chart of a typical Front Office department.</p> <p>LO.4 List the functions, responsibilities and the job descriptions of the Front Office personnel including management and craft level employees as well as adequate staffing levels.</p> <p>LO 5. Explain the role of the Front Office in establishing and maintaining effective communications with other departments and the role of TQM and identify the importance of guest services to the whole operation and guest experience.</p> <p>LO 6. Explain the importance of guest profiles and guest reservations for a hotel unit. Identify and differentiate between the various modes of receiving guest reservations at a hotel and their handling by the front office department.</p>	<p>Course work (60%)</p> <ul style="list-style-type: none"> i. Weekly Quizzes (10%) ii. Progress test (20%) iii. Opera (10%) iv. Diary / Report (10%) & Evaluation forms (10%) <p>Coursework assignments will assess the following learning outcomes:</p> <p>Quizzes:LO1-2-3-4-5-6-7-8-9</p> <p>Progress Test: LO1-2-3-4-5-6</p> <p>Opera: LO 5-6-7</p> <p>Report & Evaluation forms: LO 2-4-5-6-8-9</p> <p>Final Exam (40%)</p> <p>The final exam will assess the following learning outcome /objective(s): LO 1-2-3-4-5-6-7-8-9-10</p>

	<p>LO 7. Explain the guest registration procedure (check – in) and with the use of a property management system, list the registration process</p> <p>LO 8. List the procedures for processing guest charges and payments (check – out) including city ledgers to accounts receivable.</p> <p>LO 9. Identify the importance of the night audit for the Front Office in a hotel unit.</p>	
<p>RESH 301</p> <p>Research Methods</p>	<p>LO.1 Develop an appropriate research question relevant to the hospitality / tourism context.</p> <p>LO.2 Be able to search the academic databases to retrieve existing literature on a particular research topic</p> <p>LO.3 Select and apply quantitative and qualitative methods to investigate a research question.</p> <p>LO.4 Assess and apply principles, methods and techniques in the collection, processing and analysis of research data.</p> <p>LO.5 Describe and apply principles to ensure that research is undertaken in an ethical manner</p> <p>LO.6 Critique and evaluate a research article based on the rigor of the research methods described.</p>	<p>Final Exam – 50% - LO 3, 4, 5, 6</p> <p>Research Topic Essay – 50% - LO 1, 2</p>

<p>STAT 201</p> <p>STATISTICS</p>	<p>LO 1. Construct an appropriate evaluation question pertaining to a practical operational scenario.</p> <p>LO 2. Differentiate between types of data (e.g. categorical and continuous data).</p> <p>LO 3. Organize and analyze data in appropriate ways using descriptive statistics procedures including: graphical displays of univariate data; numerical description of central tendency, variability and position; exploration of bivariate data and categorical data; and to understand the probability associated with any normal probability distribution</p> <p>LO 4. Describe and apply principles of the survey method.</p> <p>LO 5. Use software to analyze and display data.</p>	<p><i>Final Exam: Weight 50%</i> The final exam will assess the following learning outcomes: 1-4 This will be a two (2) hour exam based on 1) case study questions and 2) multi-choice questions from the course material.</p> <p><i>Coursework: Weight 50%</i> <i>The coursework will assess the following learning outcomes: 1-5</i></p> <ol style="list-style-type: none"> 1. Class test: 25% (LO1-3) 2. Group data project report: 25% (LO1-5)
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<p>TOUR 302</p> <p>Destination Planning (ELECTIVE)</p>	<p>LO 1. Define Destination Planning and understand the fundamental role of the public sector in the planning processes.</p> <p>LO 2. Identify the planning issues relevant to both established and developing destinations.</p> <p>LO 3. Identify and discuss issues of policy development at both local and federal levels of government in a variety of destinations.</p> <p>LO 4. Understand the issues of destination branding and marketing relevant to destination planning.</p> <p>LO 5. Identify relevant organisational tools and management techniques</p> <p>LO 6. Understand the processes of restoring tourism destinations following a variety of crisis.</p>	<p>Coursework 70% - addresses LO 1, 2, 3, 4 & 5</p> <p>Final Exam 30% - addresses LO 1, 2, 3, 4, 5 &6</p> <p>Assignment/s Assignment- 30% 2500 - 3000 words (individual) Discussion Paper OR Journal Article for The Journal of Tourism Management:</p> <p>Group Project (PAIRS) – 40% 40 Min Presentation Due: Week 9, 10 & 11 (presentation date to be assigned in class)</p>
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<p>TOUR 304</p> <p>Sustainable and Eco-Tourism (ELECTIVE)</p>	<p>LO 1. Identify the potential impacts of tourism on natural and manmade environments;</p> <p>LO 2. Identify suitable indices for measuring tourist impacts in a social, cultural, economic and physical environment</p> <p>LO 3. List suitable planning actions open to management for dealing with tourism impacts in a social, cultural, economic and physical environment</p> <p>LO 4. Assess the efficacy of planning at a site, regional and national levels with reference to tourism impacts</p> <p>LO 5. Be familiar with techniques used in such assessments, e.g. cost benefit analysis, zoning, boardwalks etc</p> <p>LO 6. Identify the potential impacts of tourism on natural and manmade environments</p>	<p>Examination – 50% - LO 1, 2, 3, 5, 6</p> <p>Mid Term Test – 15% - LO 1, 2, 3</p> <p>Group Presentation – 10% - LO 2, 3, 4</p> <p>Individual Project –20% - LO 4, 5</p> <p>Discussion of Readings – 5% - LO 1, 2</p>
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<p>TOUR 307</p> <p>Quality Management (ELECTIVE)</p>	<p>LO.1. Understand the importance of quality management within tourism companies and organizations</p> <p>LO.2. Discuss the theory development in quality management</p> <p>LO.3. Evaluate the different theoretical approaches to quality management</p> <p>LO.4. Examine quality management systems and procedures</p> <p>LO.5. Evaluate and understand the leadership, commitment and policy aspects of the quality management approach</p> <p>LO.6. Evaluate the barriers to the implementation of quality management</p> <p>LO.7. Use a variety of tools and techniques that can be used to improve quality</p> <p>LO.8. Understand the process of implementing quality management in the organization</p>	<p>Final Exam 40% The final exam will assess the following learning outcomes: 1-2-3-4-5-6-7-8</p> <p>Quizzes (20% of final grade) There will be a total of seven quizzes in this course. They will account for 20 % of your final grade. These will assess all learning outcomes</p> <p>Final Group Project (30% of final grade) LO 1, 3 ,4, 7</p>
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<p>TOUR 308</p> <p>Entrepreneurship and Opportunity (ELECTIVE)</p>	<p>LO.1 Define entrepreneurship and demonstrate familiarity with leading entrepreneurs, the links between entrepreneurs and economic development and the formulae for success</p> <p>LO.2 Perform a self evaluation to match personal characteristics with that of an entrepreneur</p> <p>LO.3 Identify opportunities</p> <p>LO.4 Develop ideas and set goals to become an entrepreneur</p> <p>LO.5 Develop a comprehensive financial and business plan</p> <p>LO.6 Evaluate prospective business plans</p>	<p>Individual presentation on an Entrepreneur 20% LO. 1, 2</p> <p>Team Project on a Business Plan and Presentation 40% L.O. 3, 4, 5, 6</p> <p>Examination 40% L.O. 5, 6</p>
<p>TOUR 309</p> <p>Meetings, Incentives, Conventions and Events (ELECTIVE)</p>	<p>LO.1 Identify and describe the stakeholders in the MICE industry.</p> <p>LO.2 Illustrate how the MICE industry operates and how meetings organisers manage their business</p> <p>LO.3 Discuss current issues in the MICE industry, such as legal issues, HR. Impact of technology, and economic and environmental changes affecting this part of the travel and tourism industry.</p> <p>LO.4 Evaluate MICE destinations competitiveness, industry trends and ways to improve competitiveness based on an elaboration of the factors impacting performance</p>	<p>Coursework 60% - addresses LO 1,2 3 & 4</p> <p>Business Report = 30% - LO 1,2,3</p> <p>Group Project = 30% - LO 1,2,3,4</p> <p>Final Exam 40% - addresses LO 1,2,3 & 4</p>

<p>TOUR 310</p> <p>INTERNATIONAL TOURISM MANAGEMENT</p>	<p>LO 1. Understand and explain the tourism system, with its individual components using Leiper’s model of the tourism industry as an organising framework (Leiper 1990);</p> <p>LO 2. Identify and describe the basic concepts of tourism demand and supply, and understand the tourism destination as a focal point of tourism activity;</p> <p>LO 3. Understand the effects of geographical elements on tourism resources in the world;</p> <p>LO 4. Identify the components of a tourism destination and the factors that attract visitors to the destination;</p> <p>LO 5. Understand the basics of tourism marketing and tourism markets;</p> <p>LO 6. Identify both positive and negative impacts resulting from the development of tourism;</p> <p>LO 7. Appreciate the complexity of tourism, the concept of sustainability and understand the process of tourism planning.</p>	<p>Coursework 60% - addresses LO: 1-2-3-5-6-7 Final Exam 40% - addresses LO: 1-2-3-4-5-6-7</p> <p>Coursework Assignments – 60% Tourism Management Group Presentation (20%) Written assignment (20%) Quizzes (20%)</p>
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<p>MNGT 101</p> <p>LEADERSHIP</p>	<p>LO.1 Explain the context of the hotel industry that complicates approaches to leadership</p> <p>LO.2 Define the meaning of leadership recognizing its difference from management and power</p> <p>LO.3 Understand trait verses process approaches to leadership</p> <p>LO.4 Critically relate style approaches to leadership in the hotel industry (including Ohio, Michigan, Blake and Moutons etc)</p> <p>LO.5 Understand and be able to critically apply leading theories to the context of the hotel industry; including the following: situational, contingency, path goal, exchange, transformational and psychodynamic</p>	<p>Coursework 60% - addresses LO: 1-2-3-5-6-7</p> <p>Final Exam 40% - addresses LO: 1-2-3-4-5-6-7</p> <p>Coursework Assignments – 60%</p> <p>Tourism Management Group Presentation (20%)</p> <p>Written assignment (20%)</p> <p>Quizzes (20%)</p> <p>Coursework assignments will assess the following learning outcomes: 1-2-3-5-6-7</p>
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<p>DISS 490</p> <p>DISSERTATION</p>	<p>LO.1 Integrate skills, knowledge and theory from a range of subjects and disciplines.</p> <p>LO.2 Demonstrate a sound appreciation of the factors affecting the selection of practical, feasible and worthy research topics in the hospitality and tourism industry.</p> <p>LO.3 Display a sound academic approach to locating, accessing, assessing, using and citing literature appropriate to the chosen research topic.</p> <p>LO.4 Plan the research in accordance with the principles of the scientific method.</p> <p>LO.5 Select a research method that is consistent with the aim of the research to be undertaken.</p> <p>LO.6 Design and implement an appropriate method to collect primary data.</p> <p>LO.7 Analyse, synthesise and draw conclusions based on the data.</p> <p>LO.8 Complete a written dissertation in accordance with the academic and scholarly guidelines provided.</p>	<p>Three assessment criteria for DISS490 are:</p> <ol style="list-style-type: none"> 1) Research Proposal – LO 2, 4, 5 2) Dissertation – LO 1, 2, 3, 4, 5, 6, 7, 8 3) Extended Abstract – LO 1, 2, 5, 6,7 <p>The requirements for preparing and submitting the Research Proposal, Dissertation and Extended Abstract are prescribed in <i>The Emirates Academy Dissertation Handbook</i>.</p>
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