



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Hospitality and Accommodation : Culture and Ethics
2	Course number	5302102
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	(3,0)
4	Prerequisites/corequisites	
5	Program title	Hotel Management
6	Program code	2
7	Awarding institution	The University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Hotel Management
10	Level of course	
11	Year of study and semester (s)	1 ST 2014\2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

2ST (321)

9- 10 Sunday, Tuesday & Thursday.

ojawabreh2000@yahoo.com

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

As stated in the approved study plan.

This course identifies and defines the historical development of the cultural value and traditions of the various aspects of hospitality in deferent communication since ancient times until the modern times. It also includes a study of the development of hotels from guest quarters and inns (khans) into international hotel chains. A particular interest is in the study of such development in the Arab civilization and in Jordan.

19. Course aims and outcomes:

A- Aims:

1. To understand the importance of the hospitality industry in the economy of a country.
2. To enable students to acquire a range of technical, practical, personal and organizational skills valued both within and beyond the workplace.
3. To provide students with an opportunity to develop basic knowledge and skills to be competent in routine tasks in various hospitality settings.
4. To have basic knowledge about the history of hospitality

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

Review the international dimensions of hospitality management

Evaluate the nature of the host–guest relationship

Identify the positive and negative implications of globalization in hospitality

Identify the context of international hospitality management

Determine the roles of different cultures in international hospitality management

Explore the cultural dynamic for organizations with national cultures, organizational cultures and touristic cultures

Examine the processes used in managing cultural diversity

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
International Hospitality Management	1	Dr. Omar Jawabreh	Define International Hospitality Management	Lectures,	Clarke , Chen.(2007). International Hospitality Management Concepts and Cases, 30 Corporate Drive, Suite 400, Burlington, MA 01803, USA
The roots of hospitality management	2	Dr. Omar Jawabreh	Identify The roots of hospitality management	Class Discussion	
Interpreting the concept Of international management	3	Dr. Omar Jawabreh	Identify Interpreting the concept Of international management	White Board.	
Globalization and international Hospitality management	4	Dr. Omar Jawabreh	Discuss Globalization and international Hospitality management	Student Manual	
Implications for hospitality and tourism	5	Dr. Omar Jawabreh	Identify Implications for hospitality and tourism		
The elements of hospitality	6	Dr. Omar Jawabreh	Evaluate The elements of hospitality		
The food service sector	7	Dr. Omar Jawabreh	Discuss The food service sector	Worksheet	

The food service sector	8	Dr. Omar Jawabreh	Discuss The food service sector	Guest Visitor	
Hotel food and beverage strategy: an evolving form	9	Dr. Omar Jawabreh	Understanding Hotel food and beverage strategy: an evolving form	Lecture	
Hotel food and beverage strategy: an evolving form	10	Dr. Omar Jawabreh	Identify Hotel food and beverage strategy: an evolving form	Brainstorming Method	
The accommodation sector	11	Dr. Omar Jawabreh	Define Discuss The accommodation sector	Student manual	
The accommodation sector	12	Dr. Omar Jawabreh	Discusses The accommodation sector	Class discussion	
Chaining	13	Dr. Omar Jawabreh	Understanding Chaining	Lecture	
Chaining	14	Dr. Omar Jawabreh	Understanding Chaining	White Board	
Chaining	15	Dr. Omar Jawabreh	Understanding Chaining		
	16				

1. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures, Class Discussion, Student Manual, White Board, Student Manual and Handout.

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

1. Quiz 10%

There is one quiz that the student gives the scope of The roots of hospitality management, in week 3.

2. Mid Term Exam 30%

This exam will have questions in variety of forms including explanatory questions and essay questions. The exam will occur in week 9. You will have (1) hour to complete the exam.

3. One Assignment 10%

There is one assignment that the student writing a report. About the to prepare basis for a marketing plan in week 10.

4. Final Exam 50%

This exam will have questions in variety of forms including explanatory questions and essay questions , multiple chose questions. The exam will occur in week 16 as determined by the college and will cover content from weeks the entire course. You will have (2) hours to complete the exam.

23. Course Policies:

A- Attendance policies:

B- Absences from exams and handing in assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

24. Required equipment:**25. References:**

A- Required book (s), assigned reading and audio-visuals:

Clarke , Chen.(2007). International Hospitality Management Concepts and Cases,
30 Corporate Drive, Suite 400, Burlington, MA 01803, USA

B- Recommended books, materials, and media:

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File