



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 旅館管理 Hotel Management

Credit : 3

Course Hours : 3

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Teaching Purpose	The main objectives of the course are to: <ul style="list-style-type: none">· Understand the structure, nature, and operating characteristics of the different departments of the hotels such as human resources, accounting, revenue management, sales and marketing, the front office, housekeeping, food and beverage, property operation and maintenance, personal safety, and property security.· Obtain an appreciation of the various functions of the hotel management and their interrelationships with other key concerns of managers such as marketing, finance, and human resource management.· Be able to identify the role of managers in hospitality and highlight their principal responsibilities.· Be able to learn and become aware of managing the hotels in the global area, franchise agreements, and management contracts.
Course Content	The hotel management course will provide the students with an up-to-date and comprehensive examination of all aspects of hotel administration from the viewpoint of the hotel general manager. Detailed information addresses the operating departments of a full-service hotel: Human Resources, The Front Office, Housekeeping, Food and Beverage, Safety and Property Security, Sales and Marketing, Accounting, and Facility Engineering and Maintenance.
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