

Course Code : HIM 2301 Credit : 3(3-0-6)
 Semester : 2 Academic Year : 2017 (2560)
 Lecturer Room : 305
 Line ID: nuntanaladplee

Hotel Business Planning and Development
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Introduction to hotel business, the organizational structure, operational mechanics, rooms division of hotel operation, market segments, activities within and between hotel departments, maintain quality customer service.

Week	Tuesday 09.00-12.00	Topic/Outline	Remark
1	9 Jan	Chapter 1 Introduction and History of Hospitality	Course syllabus
2	16 Jan	Chapter 2 Hotel Business Overview	
3	23 Jan	Chapter 3 Accommodation Sector	
4	30 Jan	Chapter 4 Hotel and Resort Development with Biodiversity, Risks and Opportunities	
5	6 Feb	<i>-Continued-</i> Chapter 4 Hotel and Resort Development with Biodiversity, Risks and Opportunities	
6	13 Feb	Individual Presentation	Score 10 points
7	20 Feb	Midterm Examination	Score 20 points
8	27 Feb*	<i>Outside Class Activity* (Visit a hotel and hospitality exhibition in Bangkok)</i>	<i>*Lecturer will attend conference in Austria.</i>
9	6 Mar	Chapter 5 Types of Tourist	
10	13 Mar	Chapter 6 Innovation for Hotel	
11	20 Mar	Chapter 7 Proud of Thai Hotel and Hospitality	
12	27 Mar	Case Study	Score 5 points
13	3 Apr	Couple Presentation	Score 10 points
14	10 Apr	Individual Presentation	Score 10 points
15	17 Apr	Make Up Class (If needed)	
16	(TBA)	Final Examination	Score 30 points

	Assessment Activities	Proportion for Assessment
1	Class Attendance	5%
2	Participation/Discipline	5%
3	Individual Assignment/Homework/ Class Activity	30%
4	Couple Assignment	10%
5	Midterm Examination	20%
6	Final Examination	30%

