



Victoria University
of Bangladesh

HM 645
Cases and Current Issues in Hospitality Management
Course Profile
Fall 2016

Level	Undergraduate
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Unit of Credit	Three(3)
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Duration:	36 Hours
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Course structure: Two lecture of 1.5 hours each per week

Md. Arif Hasan Course Teacher Department of Tourism & Hospitality Management Cell:01911569686 E-mail:arif_hasan@yahoo.com
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Text book: Cases in Hospitality Management: A Critical Incident Approach

Author : Timothy R. Hinkin

Course Objective:

At the end of this course students will be able to perform each of the following activities:

- Critically review written case studies and provide feasible action recommendations.
- Apply a structured problem-solving process to real business situations in the hospitality industry.
- Assess industry profitability and overall company success through the analysis of cases.
- Demonstrate the ability to provide analysis and recommendations in the form of a written case report.

Lecture Schedule

Lecture	Topic cover
Lecture 01	Introduction
Lecture 02	Case Analysis on ethics
Lecture 03	Case Analysis on Training and development
Lecture 04	Case Analysis on Training and development
Lecture 05	Case Analysis on Reward System
Lecture 06	Case Analysis on Communication
Lecture 07	Case Analysis on Policies
Lecture 08	Group-1: Case Analysis on Ethics
Lecture 09	Group-2: Case Analysis on Training and development
Lecture 10	Group-3: Case Analysis on Reward System
Lecture 11	Group-4: Case Analysis on Communication
Lecture 12	Group-5: Case Analysis on Policies
Mid Term	
Lecture 13	Case Analysis on Group Dynamics
Lecture 14	Case Analysis on Technology
Lecture 15	Case Analysis on Process Analysis
Lecture 16	Case Analysis on Process Analysis
Lecture 17	Case Analysis on Service Exemplars
Lecture 18	Case Analysis on Service Recovery
Lecture 19	Group-1: Case Analysis on Group Dynamics
Lecture 20	Group-2: Case Analysis on Technology
Lecture 21	Group-3: Case Analysis on Process Analysis
Lecture 22	Group-4: Case Analysis on Service Exemplars
Lecture 23	Group-5: Case Analysis on Service Recovery
Lecture 24	Review
Final Exam	

Assessment for student

Assessment for the course will be based on-

Worksheet	25%
Assignment & Presentation	10%
Mid Term Exam	25%
Final Exam	40%

The following Grading and point system will be followed:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.5
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.5
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
Less than 40%	F	(Fail)	0.0

Note 1: If letter grade I (Incomplete) is awarded to any student in any course ,it will indicate that he/she has attended the course but did not appear in the semester final examination .Letter W indicate withdrawn from the course .

Note 2: Assignment should be 1500-2000 words should at first be sent in the email attachment later by binding process .Presentation should be completed before one week of the semester final examination.