



الخطط التدريبية للكليات التقنية Training Plans for Technical Colleges

Department	Tourism and Hospitality Technology	تقنية السياحة والضيافة	القسم
Major	Hospitality Management	إدارة الضيافة	التخصص
Program's Name	Bachelor of Hospitality Management	بكالوريوس إدارة الضيافة	اسم البرنامج



بكالوريوس

Bachelor of Technical College

ثلاثي

Trimesters

1444H – 2022 G

Preface

The Technical and Vocational Training Corporation seeks to qualify trained national cadres capable of occupying the technical, technical and professional jobs available in the Saudi labor market, and this interest comes as a result of the sound orientations of the leaders of this country, which in its entirety are directed towards creating an integrated homeland that depends on God and then on its resources and on.

The Director General for Curricula has taken a positive step The General Administration of Curricula has taken a positive step in line with advanced international experiences in building training programs, according to modern scientific methods that simulate the requirements of the labor market in all its specializations to meet those requirements, and this step was represented in the project of preparing national professional standards, followed by the national professional qualifications project, which represents Each of them in his time is the main pillar in building training programs, as the standards as well as qualifications depend later in their construction on the formation of specialized committees that represent the labor market and the General Organization for Technical and Vocational Training so that the scientific vision is compatible with the practical reality imposed by the requirements of the labor market, so that these committees will eventually graduate An integrated view of a training program that is more relevant to the labor market, and more realistic in achieving its basic requirements.

This training plan deals with the specialization "Hospitality Management is written in the section. Tourism and Hospitality Technology is written" for the trainees of the technical colleges on the description of the courses of this specialization to include vital topics dealing with how to acquire the skills necessary for this specialization so that its skills will support them in their practical life after their graduation from this program.

And the Director General for Curricula, while putting in your hands this training plan, hopes that God Almighty will directly contribute to the rooting of the necessary skills, in a simplified manner free of complexity.

Director General for Curricula

Index

No.	Content	Page
1.	Preface	1
2.	Index	2
3.	Program Description	3
4.	The General Objective of the program:	3
5.	Detailed Objectives of the program:	3
6.	Admission Requirements:	4
7.	The Study Plan Distributed on semesters	5
8.	Cover page of Brief Description of Major Courses	8
9.	Brief Description of Major Courses	9
10.	Cover page of Detailed Description of the Major Courses	15
11.	Detailed Description of the Major Courses	15
12.	Food and Beverage Management	16
13.	Hospitality Facilities Management	22
14.	Catering Management	27
15.	Food and Beverage Cost Control	32
16.	Sustainable Tourism	38
17.	Service Operations Management	42
18.	Hospitality Financial Management	47
19.	Digital Marketing In Hospitality	52
20.	Strategic Management in Hospitality	57
21.	Quality Management in Hospitality	62
22.	Hospitality Revenue Management	68
23.	Graduation Project	75
24.	Resort Management	77
25.	Cruise Operations	81
26.	Hospitality Regulation and Laws	85
27.	Risk Management in Hospitality	90
28.	Principles of accounting	94
29.	Principles of Economics	98
30.	Administrative leadership	101
31.	Research Methods	104
32.	Cover page of Appendices and References	109
33.	Appendix Laboratory Equipment, Workshops and Laboratories	110
34.	List of Detailed Equipment for Each Workshop , Lab	111
35.	References	113

Program Description:

A bachelor's degree in the name of the specialization in Hospitality of Tourism and Hospitality Technology Department is designed in accordance with the needs of the local labor market for the specialization, where training is carried out in technical colleges, in six trimesters, the duration of each training trimester is Thirteen training weeks, with a total (1755) training hours, including Equivalent to (96) credit hours.

Training in this program includes general skills needed such as: English Language, Writing Skills, Principles of Accounting, principles of Economics, Food and Beverage Management, Hospitality Facilities Management, Catering Management, Hospitality Financial Management, Food and Beverage Cost Control, Sustainable Tourism, Service Operation Management, Hospitality Revenue Management, Hospitality strategic Management, resort Management, Cruise Operation, Hospitality Digital Marketing, Risk Management in Hospitality, Quality Management in Hospitality, Hospitality Regulation and Legislation, Research Methods, Administrative Leadership, The training courses contain a theoretical part and a practical part. The practical part is tested as a practical test and the theoretical part is a theoretical test with different evaluation methods

The graduate from this program is granted Bachelor of Technical College in Hospitality Management of the specialty from the department of Tourism and Hospitality Technology, and it is expected that he will work in the fields Hospitality (from the Saudi Standard Classification for Educational Levels and Specializations 1441 AH-2020 AD).

The General Objective of the Program:

This program aims to qualify the trainee to work in the field of Hospitality at the sixth level of the unified Saudi classification for educational levels and specializations 1441 AH-2020 AD

Detailed Objectives of the Program:

It is expected at the End of this Training program that the Trainee will be Able and Efficiently to:

- The bachelor courses intend to contribute to the development of the kingdom hospitality and tourism sector considered as a major driver of the economy in the 2030 Saudi vision, through the training of human resources capable of conceiving, conducting, valuing, commercializing, and exploring hospitality projects.
- Enables trainees to acquire the fundamental management tools by supplementing them with an enhanced specialization in the field of hotel management and prepare them for the demands of the professional world.
- Prepares trainees for supervisory and managerial jobs as well as for management functions in the hospitality industry.
- Allow trainees interested in further higher education and research in hospitality sector to enter a higher cycle of studies in Master.
- Train hospitality professionals with the managerial skills needed to hold positions of responsibility in tourism and hospitality companies and institutions.
- Strengthens the personal skills necessary for leading teams and projects and enable the trainees to become entrepreneurs in the hospitality service in a complex, changing environment.

Admission Requirements:

1. The applicants must have a diploma in Hotel.
2. The applicants with a diploma in Travel and Tourism plus prerequisites from Hotel program (16 credits)
3. The applicants with a diploma in Food Service plus prerequisites from Hotel program (20 credits)
4. The applicants with a diploma in food Production plus prerequisites from Hotel program (20 credits)
5. The applicants with a diploma in Event Management plus prerequisites from Hotel program (20 credits)
6. The applicants with a diploma in Hajj and Umrah Services plus prerequisites from Hotel program (8 credits)
7. The applicants with a diploma in Tour Guidance plus prerequisites from Hotel program (20 credits)

The Curriculum Framework Distributed on Trimesters توزيع الخطة التدريبية على الفصول التدريبية لمرحلة البكالوريوس بالنظام الثلاثي

1st Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي الأول
					م.و	م	عم	تم	س.أ					
					CRH	L	P	T	CTH					
1	ENGL 301	English Language (1)		4	4	0	2	6		لغة انجليزية ١	انجل ٣٠١	١		
2	ARAB301	Writing Skills		2	2	0	0	2		مهارات الكتابة الفنية	عربي ٣٠١	٢		
3	ISLM301	Financial Transactions in Islamic Jurisprudence		2	2	0	1	3		فقه المعاملات	اسلم ٣٠١	٣		
4	UACC301	Principles of Accounting		4	4	0	2	6		مبادئ المحاسبة	محسب ٣٠١	٤		
5	GHOT 321	Food and Beverage Management		5	4	2	0	6		إدارة الأغذية والمشروبات	فندق ٣٢١	٥		
Total Number of Units				17	16	2	5	23	المجموع					
2nd Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي الثاني
					م.و	م	عم	تم	س.أ					
					CRH	L	P	T	CTH					
1	ENGL302	English Language (2)	ENGL 301	4	4	0	2	6	انجل ٣٠١	لغة انجليزية ٢	انجل ٣٠٢	١		
2	UMAN392	Research Methods		5	5	0	2	7		طرق البحث	ادار ٣٩٢	٢		
3	GHOT 331	Hospitality Facilities Management		4	3	2	1	6		إدارة مرافق الضيافة	فندق ٣٣١	٣		
4	ECON 301	Principles of Economics		3	3	0	1	4		مبادئ الاقتصاد	اقتصاد ٣٠١	٤		
Total Number of Units				16	15	2	6	23	المجموع					
3rd Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي الثالث
					م.و	م	عم	تم	س.أ					
					CRH	L	P	T	CTH					
1	STAT 303	Statistics and Probability		3	3	0	1	4		الإحصاء والإحتمالات	احصا ٣٠٣	١		
2	GHOT 322	Catering Management	GHOT 321	5	4	2	1	7	فندق ٣٢١	إدارة التموين	فندق ٣٢٢	٢		
3	GHOT 325	Food and Beverage Cost Control	GHOT 321	4	3	2	1	6	فندق ٣٢١	مراقبة تكلفة الأغذية والمشروبات	فندق ٣٢٥	٣		
4	GHOT 361	Sustainable Tourism		5	4	2	1	7		السياحة المستدامة	فندق ٣٦١	٤		
Total Number of Units				17	14	6	4	24	المجموع					
CRH: Credit Hours				L: Lecture	P: Practical	T: Tutorial	CTH: Contact Hours	و.م: وحدات معتمدة، مح: محاضرة، عم: عملي/ ورش، تم: تمارين، س.أ: ساعات اتصال أسبوعي						

4th Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي الرابع
					م.و	م.ج	م.عم	م.تم	س.أ					
					CRH	L	P	T	CTH					
1	UMAN435	Administrative Leadership		5	5	0	2	7		القيادة الادارية	٤٣٥ ادار	١		
2	GHOT 471	Service Operation Management		4	4	0	2	6		إدارة عمليات الخدمة	٤٧١ فندق	٢		
3	GHOT 441	Hospitality Financial Management		4	4	0	2	6		الإدارة المالية في الضيافة	٤٤١ فندق	٣		
4	GHOT ***	Elective Course 1		4	4	0	2	6		مقرر اختياري ١	*** فندق	٤		
Total Number of Units					17	17	0	8	25	المجموع				

5th Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي الخامس
					م.و	م.ج	م.عم	م.تم	س.أ					
					CRH	L	P	T	CTH					
1	GHOT 451	Digital Marketing In Hospitality		5	4	2	1	7		التسويق الإلكتروني في الضيافة	٤٥١ فندق	١		
2	GHOT 475	Strategic Management in Hospitality		5	4	2	1	7		الإدارة الاستراتيجية في الضيافة	٤٧٥ فندق	٢		
3	GHOT 477	Quality Management in hospitality		5	5	0	1	6		إدارة الجودة في الضيافة	٤٧٧ فندق	٣		
Total Number of Units					15	13	4	3	20	المجموع				

6th Trimester	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	الفصل التدريبي السادس
					م.و	م.ج	م.عم	م.تم	س.أ					
					CRH	L	P	T	CTH					
1	GHOT 445	Hospitality Revenue Management		5	4	2	2	8		إدارة الإيراد في الضيافة	٤٤٥ فندق	١		
2	GHOT ***	Elective Course 2		4	4	0	2	6		مقرر اختياري ٢	*** فندق	٢		
3	GHOT 491	Graduation Project	UMAN392	5	5	0	1	6	٣٩٢ أدار	مشروع التخرج	٤٩١ فندق	٣		
Total Number of Units					14	13	2	5	20	المجموع				

CRH: Credit Hours L: Lecture P: Practical T: Tutorial CTH: Contact Hours

و.م: وحدات معتمدة، م.ج: محاضرة، م.عم: عملي/ورش، م.تم: تمارين، س.أ: ساعات اتصال أسبوعي

Total Number of Semesters Units					المجموع الكلي لوحدات البرنامج						
CRH	L	P	T	CTH	م.و	م.ج	م.عم	م.تم	س.أ		
96	88	16	31	135							
Total Contact Hours × 13			Co-operative Training		المجموع الكلي لوحدات التدريب					التدريب التعاوني	ساعات الإتصال الكلية × ١٣
1755			0		1755					.	١٧٥٥

Elective Courses

Elective Courses -1	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	المقررات الإختيارية - ١
					م.و	م	عم	تم	س.أ					
					CRH	L	P	T	CTH					
1	GHOT 465	Resort Management	GHOT 321	4	4	0	2	6	٣٢١ فندق	إدارة المنتجعات	٤٦٥ فندق	١	و.م: وحدات معتمدة، م: محاضرة، عم: عملي/ورش، تم: تمارين، س.أ: ساعات اتصال أسبوعي	
2	GHOT 467	Cruise Operations	GHOT 321	4	4	0	2	6	٣٢١ فندق	عمليات السفن السياحية	٤٦٧ فندق	٢		
CRH: Credit Hours L: Lecture P: Practical T: Tutorial CTH: Contact Hours														
Elective Courses -2	No.	Course Code	Course Name	Prereq	No. of Units					المتطلب	اسم المقرر	رمز المقرر	م	المقررات الإختيارية - ٢
					م.و	م	عم	تم	س.أ					
					CRH	L	P	T	CTH					
1	GHOT 432	Risk Management in Hospitality	GHOT 331	4	4	0	2	6	٣٣١ فندق	إدارة المخاطر في الضيافة	٤٣٢ فندق	١	و.م: وحدات معتمدة، م: محاضرة، عم: عملي/ورش، تم: تمارين، س.أ: ساعات اتصال أسبوعي	
2	GHOT 481	Hospitality Regulations and Laws		4	4	0	2	6		نظم ولوائح فندقية	٤٨١ فندق	٢		
CRH: Credit Hours L: Lecture P: Practical T: Tutorial CTH: Contact Hours														

Brief Description of Major Courses

Course Name	Food and beverage management	Course Code	GHOT 321	Credit Hours	5
Description	This course is theoretical and practical course aiming to provide the trainees the knowledge and skills to manage food and beverage's daily operations in lodging and food service industries. The trainees will learn about the food and beverage operational procedures such as food purchasing, storing, preparation and serving. The trainees will have the knowledge about kitchen sections and jobs, food safety and hygiene procedures, the types of restaurants and menus, controlling the food and beverage inventory. Practically, the student will practice the different types of food and beverages' services provided in lodging and restaurant facilities.				
Course Name	Hospitality facilities management	Course Code	GHOT 331	Credit Hours	4
Description	This course provides the trainee with the knowledge to manage facilities in lodging and food service associated with calculating cost control for facility management, and developing waste minimization and energy conservation plan. Understanding the role of facility management in designing facility process.				
Course Name	Hospitality financial management	Course Code	GHOT 441	Credit Hours	4
Description	This course concerns the basic concepts and techniques of financial decisions in relation to hospitality management. It introduces and emphasizes the principles, concepts and systems used in the accounting and budgetary of a hospitality business. It also focuses on the analysis of operating and financial reports as a basis for managerial decision-making process. Main subjects include Introduction to Financial Management, Financial statement, Ratio Analysis, budget and budgeting control costing and internal pricing, cash forecasting and control, internal auditing, equity rights issue, presentation of external financial reports.				
Course Name	Catering management	Course Code	GHOT 322	Credit Hours	5
Description	This course will cover on premise and off-premise catering. It will provide the trainees with the knowledge and skills to manage catering inside a hotel, part of restaurant run or as a separated business. The main topics included in this curse such as customer consultation, creating a proposal, planning the occasion, menu design, menu cost, contract, sight preparing and decoration, food preparing and moving for off-premise catering, types of service and catering sales and marketing.				

Course Name	Sustainable tourism	Course Code	GHOT 361	Credit Hours	5
Description	Evolving the sustainability mindset throughout practices and discussion. This course is going to present the three premises of the sustainability mindset. Moreover, it will address the tourism impacts on three elements: environment, economic, and social of host destinations. Throughout the course, proactive suggestions and solutions to decrease the impact of tourism is going to be studied. Critical analysis is a fundamental part of this course; this will allow trainees to make a difference while they work in hospitality organizations.				
Course Name	Service operations management	Course Code	GHOT 471	Credit Hours	4
Description	This course will review contemporary service theories and strategies applied to present guest satisfaction in all guest contact areas. It will concentrate on practical utilization within exploring approaches for measuring guest satisfaction. Furthermore, this course is designed to familiarize trainees with service strategies applied by exemplary service hospitality organizations around the world. Also, the course is going to review the theories and approaches practiced that can design a service management culture in hospitality organizations. The training process will be extremely interactive: it will cover case studies, interactive activities, research, class application and discussions to past and future service experiences.				
Course Name	Food and beverage cost control	Course Code	GHOT 325	Credit Hours	4
Description	This course will enable trainees to understand the food and beverage cost control and analysis. Topics include sales and budgeting, catering reports, income and expenditure account, methods for cost analysis and the factors affecting cost.				
Course Name	Digital marketing in hospitality	Course Code	GHOT 451	Credit Hours	5
Description	With developing communication technology, changing trade structures and growing competition in the hospitality industry, digital marketing is becoming progressively more crucial to hospitality organizations and their equivalents to achieve their objectives. The course incorporates marketing principles and designs into the framework of the evolving digital marketplace. It gives an understanding of the marketing fundamentals, the scope of the Electronic marketplace, and the capability to compete in the digital community.				
Course Name	Graduation project	Course Code	GHOT 491	Credit Hours	5
Description	The trainee will function what he learned in this program by doing a field study on an issue or a challenge impacts on the hotel or food service operation or business under a supervision of a faculty member. After completing the study, the project will be presented by the student and be discussed.				

Course Name	Strategic management in hospitality	Course Code	GHOT 475	Credit Hours	5
Description	This course covers the concept and the definition of strategic management in hospitality industry. The student will be introducing to the steps of developing a strategy which consist of determine the company's goals and analyzing internal and external environments, competition and SWOT to recognize the challenges and opportunities and developing an appropriate strategy to face the challenges and benefit of the opportunities. The trainees will learn how to evaluate the strategy. The course laying on presenting and discussing cases regarding strategies implemented in hospitality companies.				
Course Name	Hospitality revenue management	Course Code	GHOT 445	Credit Hours	5
Description	This course deals with optimizing financial results in the hospitality industry that must contend with high fixed costs and a perishable inventory. Trainees will learn how to employ Revenue Management to predict demand and optimize inventory and price availability, to generate the maximum of revenue. The course main subjects are definition and history of Revenue Management and Yield Management, demand forecasting, Revenue Management pricing tactics and strategies, Revenue Management system.				
Course Name	Hospitality regulations and laws	Course Code	GHOT 481	Credit Hours	4
Description	The objective of this course is to introduce the trainees to the regulations and the legislations of accommodations and food service facilities applied in Saudi Arabia by the relevant authorities. Also, the course will cover the introduction to the trade law in Saudi Arabia focusing on it terminologies' definitions, its framework and types of companies, and discuss the management contract in hospitality field through the law and the hospitality industry perspective.				
Course Name	Resort management	Course Code	GHOT 465	Credit Hours	4
Description	This course will enable the trainees to understand the concept of resort and learn about its type and the important elements for developing and planning resort. The course will cover the basic operation resort, lodging operation, food service operation, amenities and recreation. Also, the student will learn how to manage different types of resort such as beach resort, mountain resort, golf resort, spa resort and learn how to market a resort and Understanding the timeshare concept and applicate it on resort.				

Course Name	Cruise operations	Course Code	GHOT 467	Credit Hours	4
Description	This course deals with an overview of the history of the cruise industry, its types, methods of management, operational processes, health and safety, planning the Itinerary and selling the cruise products. Also, this course will discuss the impacts of cruise, the cruise sustainability, working on board, trends and issues facing cruise operation and cruise industry.				
Course Name	Risk management in hospitality	Course Code	GHOT 432	Credit Hours	4
Description	Risk management is an invaluable tool for the trainees of hospitality industry as it provides them the means by which risk can be identified and treated, preventing or minimizing the effects of crises and disasters upon this vital industry. This course was set to advance the decision-making capability of Hospitality Management trainees in handling the different kinds of risk concerning their industry.				
Course Name	Quality management in hospitality	Course Code	GHOT 477	Credit Hours	5
Description	<p>This course will enable trainees to understand the concepts and theories of hospitality services quality management.</p> <p>It also seeks to explore all the concepts and methods put into practice by the hospitality organization in order to control the quality of its organization and production. This approach is based on the QMS (Quality Management System), which encompasses policies, processes and procedures intended to help the organization meet the requirements of its stakeholders, according to the ISO definition.</p> <p>Main topics covered in the course are Key principles of quality management, customer focus, customer needs, process management and process improvements in hospitality, Quality management in practice, management systems, and assessment and audit, standards like ISO and excellence models.</p>				
Course Name	Principles of accounting	Course Code	UACC301	Credit Hours	4
Description	This course represents the first part of the set of courses that show the nature of accounting, its importance, objectives, branches, role in society and the concepts and bases on which it is based. It focuses on accounting skills and application of the entire accounting cycle, starting with the preparation of journal, posting to general ledgers, preparing trail balance and financial statements. In addition, making the necessary accounting adjustments and transactions relating to the merchandise, in accordance with generally accepted accounting principles				

Course Name	Administrative leadership	Course Code	UMAN 435	Credit Hours	5
Description	The trainees will learn the concept of leadership which is the ability to influence the behavior of the members of the group and coordinate their efforts and guide them to reach the desired goals. In addition, he will be able to identify the difference between the leadership and the presidency. The presidency depends in the exercise of its functions on the authority of the authority granted by the law, while the leadership depends on the conviction of the members of the organization and the leader of the great confidence. Then talk about leadership theories such as personality theory, attitude theory, interactive theory, talk about driving requirements and the most prominent administrative leadership styles and then find out the difference between management and leadership				
Course Name	Principles of economics	Course Code	ECON 301	Credit Hours	3
Description	In this course, the trainee is trained to acquire knowledge and skills presented in economics. This course deals with the importance of economics, market balance, demand and supply forces, flexibility, consumer and product behavior, and the theory of production costs, market types and labor market economics.				
Course Name	Research methods	Course Code	UMAN 392	Credit Hours	5
Description	Trainees will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables check for the validity and reliability of studies and design research projects. Trainees will be exposed to the broad range of designs used in communication research from laboratory and field experiments, surveys, content analysis, focus groups and in-depth interviewing. Specifically, at the end of this course.				

Detailed Description of the Major Courses

Course Name		Principles Of Accounting			Course Code		UACC301
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours		4					
Contact Hours (Hour / Week)	Lecture	4					
	Practical	0					
	Training	2					
Course Description:							
<p>This course represents the first part of a set of courses that outline the nature of accounting, its importance, objectives, branches, role in society, and the concepts and foundations on which it is based. Focuses on accounting book-keeping skills and the application of the entire accounting cycle, starting from preparing daily accounting entries, posting to the ledger, making trial balance, preparing financial statements, making the necessary accounting adjustments and operations related to the goods, in accordance with generally accepted accounting principles.</p>							
General Objective of the Course:							
<p>This course aims to provide the trainee with basic skills for preparing accounting entries and posting to the ledger, preparing trial balance, financial statements, inventory settlements, and operations related to goods in accordance with generally accepted accounting principles.</p>							
Detailed Objectives :Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. The trainee checks all attachments for financial transactions to ensure completeness and orderliness. 2. The trainee prepares the accounting entries correctly. 3. The trainee prepares the inventory adjustments entries made at the end of the accounting period. 4. The trainee helps prepare the financial statements (income and financial position). 5. The intern Willem participates in the procurement process and steps. 6. The trainee helps in preparing the income statement and the financial position statement in the commercial establishment 7. The trainee performs basic mathematical and mathematical operations. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Accounting Concepts and Principles	12
Unit2: Accounting system:	24
Unit3: Financial statements:	8
Unit4: Adjusting the accounts:	12
Unit5: Completing the accounting cycle	12
Unit6: Accounting for merchandising	10
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
12	Unit1: Accounting Concepts and Principles <ul style="list-style-type: none"> What the community needs from accounting? How to produce accounting information? Accounting definition. Accounting objectives. Basic characteristics of information. Ethics in financial reporting. Generally accepted accounting principles Measurement principles. Assumption. Basic accounting terminology. Branches of accounting. 	Homework and practical exercises Written exams Discussion, cases, using forms
24	Unit2: Accounting system: <ul style="list-style-type: none"> The basic accounting equation - Assets, <ul style="list-style-type: none"> Liabilities Owner's equity Using the accounting equation Transaction analysis Summary of transaction 	Homework and practical exercises Written exams Discussion, cases, using forms

	<ul style="list-style-type: none"> ● Accounting Cycle <ul style="list-style-type: none"> ○ Double-entry accounting recording process. ○ The accounting cycle. ○ Identification and recording of transactions and other events. ○ Journalizing and posting to the ledger ○ Trial balance. 	
8	<p>Unit3: Financial statement:</p> <ul style="list-style-type: none"> ● Income statement ● Balance sheet ● Closing accounting 	<p>Homework and practical exercises Written exams Discussion, cases, using forms</p>
12	<p>Unit4: Adjusting the account:</p> <ul style="list-style-type: none"> ● The basics of adjusting entries ● Types of adjusting entries ● Adjusting entries for deferrals ● adjusting entries for accruals ● The adjusted trial balance and financial statements ● Preparing the adjusted trial balance ● Preparing financial statements 	<p>Homework and practical exercises Written exams Discussion, cases, using forms</p>
12	<p>Unit5: Completing the accounting cycle</p> <ul style="list-style-type: none"> ● Using a worksheet: - Steps in preparing a worksheet ● Preparing financial statements from a worksheet ● Preparing adjusting entries from a worksheet ● Closing the books ● Preparing closing entries ● Posting closing entries ● - Preparing a post-closing trial balance 	<p>Homework and practical exercises Written exams Discussion, cases, using forms</p>
10	<p>Unit6: Accounting for merchandising</p> <ul style="list-style-type: none"> ● Merchandising operations <ul style="list-style-type: none"> ○ Operating cycles ○ Flow of costs ● Recording purchases of merchandise <ul style="list-style-type: none"> ○ Freight costs 	<p>Homework and practical exercises Written exams Discussion, cases, using forms</p>

	<ul style="list-style-type: none"> ○ Purchase returns and allowances ○ Purchase discounts ● Completing the accounting cycle <ul style="list-style-type: none"> ○ Adjusting entries ○ Closing entries ● Forms of financial statements <ul style="list-style-type: none"> ○ Multiple ○ step income statement ○ Single step income statement ○ Classified balance sheet 	
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References	<ul style="list-style-type: none"> ● David Young and Jacob Cohen. (2014). Corporate Financial Reporting and Analysis 3rd ed. Wiley. ● Kieso, Donald E., Jerry J. Weygandt, and Terry D. Warfield. (2014). Intermediate Accounting: IFRS edition. 2nd ed. John Wiley & Sons ● Weygandt, J. J., Kimmel, & P. D., KIESO, D. (2014). Accounting Principles. Issues in Accounting Education, Eleventh Edition. Wiley & Sons ● Weygandt, J. J., Kimmel, P. D., KIESO, D., & Elias, R. Z. (2014), Accounting principles, Issues in Accounting Education, eleventh edition
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Course Name		Principles Of Economics				Course Code	ECON 301
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours			3				
Contact Hours (Hour / Week)	Lecture		3				
	Practical		0				
	Training		1				
Course Description:							
In this course, the trainee is trained to acquire knowledge and skills presented in economics. This course deals with the importance of economics, market balance, demand and supply forces, flexibility, consumer and product behavior, as well as the theory of production costs, market types and labor market economics.							
General Objective of the Course:							
This course aims to give the trainee the knowledge and skills necessary to implement the concept of economics.							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. The trainee defines the importance of economics 2. The trainee explores the market balance point and the forces of demand and supply. 3. The trainee describes the meaning of flexibility. 4. The trainee defined consumer and product behavior. 5. The trainee defines the theory of production costs, market types, and labor market economics. 							

Units (Theoretical and Practical)	Training Hours
Unit 1: The importance of economics	8
Unit 2: Market equilibrium, strong demand and supply	6
Unit 3: Flexibility	6
Unit 4: consumer's behavior	6
Unit 5: Product behavior	6
Unit 6: Production cost theory	8
Unit 7: Market types	6
Unit 8: Labor market economics	6
Total of Hours	52

Safety Procedures and Requirements
<ol style="list-style-type: none"> 1. Following the college's safety and procedures in classroom and computer labs. 2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
8	Unit1: The importance of economics: <ul style="list-style-type: none"> • The importance of economics • The relationship of economics to other sciences • The economic problem 	Oral exams Written exams Practical performance
6	Unit2: Market equilibrium, strong demand and supply: <ul style="list-style-type: none"> • Market concept • the demand • Display • Balance (reaction of forces of demand and supply) 	Oral exams Written exams Practical performance
6	Unit3: Flexibility: <ul style="list-style-type: none"> • The concept of flexibility • Price elasticity of demand • Flexibility of internal demand • Factors affecting flexibility 	Oral exams Written exams Practical performance
6	Unit4: consumer's behavior: <ul style="list-style-type: none"> • Consumer behavior theory • Utility theory • Theorem of curves alike 	Oral exams Written exams Practical performance
6	Unit5: Product behavior: <ul style="list-style-type: none"> • Production theory • Production elements • Production function 	Oral exams Written exams Practical performance
8	Unit6: Production cost theory: <ul style="list-style-type: none"> • Production costs • Production costs in the short term • Production revenue • Product (or project) balance • Profit in economic analysis 	Oral exams Written exams Practical performance
6	Unit7: Market types: <ul style="list-style-type: none"> • Market forms • Perfect competition • Total monopoly 	Oral exams Written exams Practical performance

	<ul style="list-style-type: none"> ● Monopolistic competition ● Oligopoly 	
6	<p>Unit8: Labor market economics:</p> <ul style="list-style-type: none"> ● Basic concepts of labor market economics ● Demand for work ● Job offer ● Unemployment 	<p>Oral exams Written exams Practical performance</p>

References	<ul style="list-style-type: none"> ● Al-Mutair, Saud Abdul-Aziz (2016), Principles of Microeconomics ● Al-Muneef, Majed bin Abdullah (2013), Principles of Economics ● Macroeconomic theory, d. Ramadan Muhammad Ahmad Muqallad and others (University Publishing House, 2004) ● Macroeconomic principles Dr. Ahmed Ramadan, Grace of God and Others, (University Publishing House, Alexandria, 2004) ● Dr. Mahmoud Al-Nasr and Dr. Abdullah Mahmoud: Principles of Microeconomics, (Dar Al-Fikr for Printing, Publishing and Distribution, Nablus, 2002) ● Dr. Hossam Daoud, Dr. Emad Al-Saidi, Dr. Mustafa Suleiman, Dr. Yahya Al- Khasawneh, and Dr. Ayman Abu Khader: Principles of Microeconomics, a publishing, distribution and printing house (third edition 2002) ● Dr. Muhammad Ali Al-Laithi, Dr. Muhammad Jaber Hassan and Dr. Ali Abdul- Wahab Naja: Microeconomic Theory, University House Alexandria, Egypt, (2006)
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Course Name	Administrative Leadership			Course Code	UMAN 435	
Prerequisites						
Training Semester	1	2	3	4	5	6
Credit Hours				5		
Contact Hours (Hour / Week)	Lecture			5		
	Practical			0		
	Training			2		
Course Description:						
<p>The trainees will learn the concept of leadership which is the ability to influence the behavior of the members of the group and coordinate their efforts and guide them to reach the desired goals. In addition, he will be able to identify the difference between the leadership and the presidency. The presidency depends in the exercise of its functions on the authority of the authority granted by the law, while the leadership depends on the conviction of the members of the organization and the leader of the great confidence. Then talk about leadership theories such as personality theory, attitude theory, interactive theory, talk about driving requirements and the most prominent administrative leadership styles and then find out the difference between management and leadership.</p>						
General Objective of the Course:						
<p>The Purpose of this Course is to introduce the trainees to the concept of leadership which is the ability to influence the behavior of the members of the group and coordinate their efforts and guide them to reach the desired goals</p>						
Detailed Objectives: Trainee Will be Able to:						
<ol style="list-style-type: none"> 1. Introduction to administrative leadership. 2. Integrative managerial issues. 3. Planning. 4. Organizing. 5. Leading. 6. Controlling. 						

Units (Theoretical and Practical)	Training Hours
Unit1: Effective Management for Managers Today	14
Unit2: Management Functions and Techniques Decision-Making	14
Unit3: Resource Management	14
Unit4: Administrative Leadership Study Entries	14
Unit5: Administrative Leadership Forms	14
Unit6: Contemporary Management Competencies	11
Unit7: Theories of his traditional administrative leadership	10
Total of Hours	91

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
14	Unit1: Effective Management for Managers Today <ul style="list-style-type: none"> Introduction to Management and Organizations. Introduction to Administrative Leadership. Management Yesterday and Today. Organizational Culture and Environment The Constraints. Social. Responsibility and Managerial Ethics. 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
14	Unit2: Management Functions and Techniques Decision-Making: <ul style="list-style-type: none"> The Essence of the Manager's Job. Foundations of Planning, planning tools and techniques. Organizational Structure and Design. Human 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	

14	Unit3: Resource Management: <ul style="list-style-type: none"> Managing Change and Innovation. Understanding Groups and Teams. Leadership skills. Foundations of Control. Operations and Supply Chain Management. 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
14	Unit4: Administrative Leadership Study Entries: <ul style="list-style-type: none"> The individual entrance. The social entrance. The conciliatory entrance. 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
14	Unit5: Administrative Leadership Forms: <ul style="list-style-type: none"> Authoritarian Leadership Lax Leadership Leadership participation 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
11	Unit6: Contemporary Management Competencies <ul style="list-style-type: none"> Time Management Skills. Effective Communication Skills. Problem Solving Skills. Crisis Management Skills. 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
10	Unit7: Theories of his traditional administrative leadership <ul style="list-style-type: none"> Theory of personality. Theory of position. Interactive theory. 	Oral exams. Tests. Practical performance
	Subject References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 	
References <ul style="list-style-type: none"> Robbins, Stephen P, and Coulter, Mary. (2012) Management, 11th Edition, Prentice Hall 		

Course Name		Research Methods				Course Code	UMAN 392
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours			5				
Contact Hours (Hour / Week)	Lecture		5				
	Practical		0				
	Training		2				
Course Description:							
<p>Trainees will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables check for the validity and reliability of studies and design research projects. Trainees will be exposed to the broad range of designs used in communication research from laboratory and field experiments, surveys, content analysis, focus groups and in-depth interviewing. Specifically, at the end of this course.</p>							
General Objective of the Course:							
<p>The Purpose of this Course is to provide the trainees with the knowledge and skills to do a research study on a problems or phenomenon had a positive or a negative impact.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Identify the problems and the phenomenon and the difference between them. 2. Explain the research process steps. 3. Designing a research. 4. Measuring variables. 5. Explain and implement data collection methods. 6. Performing statistical analysis. 7. Performing data analysis. 8. Writing a research report. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Review of the course	6
Unit2: introduction to research	6
Unit3: The research process: steps 1-3	6
Unit4: The research process: steps 4 and 5	6
Unit5: The research process: step 6	6
Unit6: Experimental design	6
Unit7: Measurement of variables	6
Unit8: Data collection methods	6
Unit9: Sampling	6
Unit10: Statistical terms and tests	6
Unit11: Data analysis and interpretation	6
Unit12: qualitative analysis, data collection procedures, and mixed method approaches	5
Unit13: Statistical tests; parametric and non-parametric statistics	5
Unit14: Data analysis and interpretation	5
Unit15: Research report	5
Unit16: Presentations	5
Total of Hours	91

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
6	Unit1: Review of the course <ul style="list-style-type: none"> • introduction to the course • Discussing course plan and requirements with trainees. 	Oral exams. Tests.
	Subject References <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	

6	<p>Unit2: introduction to research</p> <ul style="list-style-type: none"> • What is research; business research; types of research • Scientific investigation 	<p>Oral exams. Tests.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	
6	<p>Unit3: The research process: steps 1-3</p> <ul style="list-style-type: none"> • Broad problem area • Preliminary data collection • Problem definition 	<p>Oral exams. Tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	
6	<p>Unit4: The research process: steps 4 and 5</p> <ul style="list-style-type: none"> • Variables • Theoretical framework • Hypothesis development • Hypothesis testing 	<p>Oral exams. Tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	
6	<p>Unit5: The research process: step 6</p> <ul style="list-style-type: none"> • The research design • The purpose of the study • Types of investigation 	<p>Oral exams. Tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	
6	<p>Unit6: Experimental design</p> <ul style="list-style-type: none"> • Causal vs correlational analysis • The laboratory and the field experiment • Ethical issues in research and lab experiment 	<p>Oral exams. Tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016 	
6	<p>Unit7: Measurement of variables</p> <ul style="list-style-type: none"> • Operational definition • Scales and measurement 	<p>Oral exams. Tests. Practical performance</p>

	<ul style="list-style-type: none"> Developing scales Validity Reliability 	
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
6	Unit8: Data collection methods <ul style="list-style-type: none"> Interviewing Questionnaires Observation Some special data sources such as focus group and static and dynamic panels 	Oral exams. Tests. Practical performance
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
6	Unit9: Sampling <ul style="list-style-type: none"> Population Element Population frame Sample Subject sampling 	Oral exams. Tests. Practical performance
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
6	Unit10: Statistical terms and tests <ul style="list-style-type: none"> Descriptive statistics: frequencies; measures of central tendency Inferential statistics: correlation, t-test; anova; multiple regression Analysis of qualitative data 	Oral exams. Tests. Practical performance
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
6	Unit11: Data analysis and interpretation <ul style="list-style-type: none"> Editing data Handling blank responses Coding categorization 	Oral exams. Tests. Practical performance

	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
5	Unit12: qualitative analysis, data collection procedures, and mixed method approaches	<p>Oral exams, test Practical performance</p>
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
5	Unit13: Statistical tests; parametric and non-parametric statistics	<p>Oral exams, test Practical performance</p>
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
5	Unit14: Data analysis and interpretation	<p>Oral exams, test Practical performance</p>
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
5	Unit15: Research report	<p>Oral exams, test Practical performance</p>
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
5	Unit16: Presentations	<p>Oral exams, test Practical performance</p>
	Subject References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016
	References	<ul style="list-style-type: none"> Research Methods for Business: A Skill Building Approach, 7th edition. Uma Sekaran and Roger Bougie. Wiley, 2016

Course Name	Food and Beverage Management				Course Code	GHOT 321	
Prerequisites							
Training Semester	1	2	3	4	5	6	
Credit Hours	5						
Contact Hours (Hour / Week)	Lecture	4					
	Practical	2					
	Training	0					
Course Description:							
<p>This course is theoretical and practical course aiming to provide the trainees the ability to manage food and beverage's operations in lodging and food service industries. The trainees will learn about the food and beverage operational procedures such as food purchasing, storing, preparation and serving and developing of the food service concept. The trainees will have the knowledge about jobs in food service, food safety and hygiene procedures and the types of menus. Practically, the student will practice the different methods of food and beverages' services provided in lodging and restaurant facilities.</p>							
General Objective of the Course:							
<p>The main objective of this course is to provide the trainee with how to manage food and beverage operations with all its details in hospitality organizations.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Understand the complexity of the hospitality industry. 2. Classify food and drink service operations. 3. Develop the concept and prepare a business plan. 4. Conduct the best practices of the menu management. 5. Understand the purchasing, storing, production and service procedures. 6. Understand the food production methods and achieve the food and beverage methods 7. Manage the staff. 8. Deal with Food and beverage marketing strategies and tools. 9. Know the Trends and developments of the food and beverage industry. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introducing food and beverage management.	5
Unit2: The classifications of food and beverage operation management.	10
Unit3: Developing food and beverage service business.	11
Unit4: Menu management.	12
Unit5: Food and beverages Purchasing and storage	9
Unit6: Food production and service methods	11
Unit7: Recruitment in hospitality	7
Unit8: Food and beverage marketing	7
Unit9: Trends and developments	6
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
5	<p>Unit1: Introducing food and beverage management.</p> <ul style="list-style-type: none"> • Food and beverage management concept and responsibilities. • Size and scope of food and beverage operations • Managing the meal experience • Factors affecting food and beverage management. • Structure for food and beverage department. 	Oral Exam and tests
	<p>Subject References</p> <ul style="list-style-type: none"> • Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis, Food and Beverage Management, Sixth edition, Routledge publishing, 2018 • Parth Seal, food and beverage management, published by Oxford university, 2017 	
10	<p>Unit2: The classifications of food and beverage operation management:</p> <ul style="list-style-type: none"> • Reasons for classification • Approaches to classification • Full service Restaurant 	Oral Exam and tests Practical performance.

	<ul style="list-style-type: none"> ● Event ● Hotel, bed and breakfast and hostels ● Fast food ● Business ● Travel ● Hospital ● Education <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> ● Presenting issues and trends for each type of food and beverage service operation. 	
	<p>Subject References</p> <ul style="list-style-type: none"> ● Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 ● Parth Seal, food and beverage management, published by Oxford university, 2017 	
11	<p>Unit3: Developing food and beverage service business:</p> <ul style="list-style-type: none"> ● Developing the concept ● Feasibility study ● The business plan ● Financing the operation ● Facility design and layout <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> ● Preparing initial business plan for restaurant business. 	<p>Oral Exam and tests Practical performance.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 	
12	<p>Unit4: Menu management:</p> <ul style="list-style-type: none"> ● Types of menu and menu cycle ● Menu planning ● Menu costing and pricing ● Menu knowledge ● Nutrition ● Beverage menus ● Menu merchandising 	<p>Oral Exam and tests Practical performance</p>

	<p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Designing and pricing menu for full service restaurant and hotel restaurant. 	
	<p>Subject References</p> <ul style="list-style-type: none"> • Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 • Parth Seal, food and beverage management, published by Oxford university, 2017 	
<p>9</p>	<p>Unit5: Food and beverages Purchasing and storage:</p> <ul style="list-style-type: none"> • Purchasing • The purchasing procedure • Price and quality performance • The purchasing of foods • The purchasing of beverages • Receiving of food • Storing and issuing food • Stocktaking of food and beverages • Receiving of beverages • Storing and issuing of beverages. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Discussing issues facing food purchasing and storage. 	<p>Oral Exam and tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge polishing, 2018 	
<p>11</p>	<p>Unit6: Food production and service methods:</p> <ul style="list-style-type: none"> • Hazard analysis and critical control point • Food production area and equipment. • Food production methods • Beverage production methods • Food service area and equipment. • Food service methods and styles. • Beverage service methods <p>Practical Exercises and Experiments:</p>	<p>Oral Exam and tests Practical performance</p>

	<ul style="list-style-type: none"> Physical practicing for all food and beverages service methods. 	
	<p>Subject References</p> <ul style="list-style-type: none"> Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 Parth Seal, food and beverage management, published by Oxford university, 2017 	
7	<p>Unit7: Recruitment in hospitality:</p> <ul style="list-style-type: none"> Recruitment and selection in hospitality industry Supervision and communication Staff turnover <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Practicing on measuring employee turnover Searching and presenting the local resources for hospitality's employees. 	<p>Oral Exam and tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 	
7	<p>Unit8: Food and beverage marketing</p> <ul style="list-style-type: none"> The concept of service marketing. Market segmentation and marketing mix for food and beverage service sectors. Advertising Sales promotion <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Making market plan for any type of food and beverage service business 	<p>Oral Exam and tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 Parth Seal, food and beverage management, published by Oxford university, 2017 	
6	<p>Unit9: Trends and developments</p> <ul style="list-style-type: none"> Consumer trends Environnemental trends Ethical trends Technology trends 	<p>Oral Exam and tests Practical performance</p>

	<p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Searching and presenting for a new trends of food and beverage service operation or management 	
	<p>Subject References</p>	<ul style="list-style-type: none"> • Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018

<p>References</p>	<ul style="list-style-type: none"> • Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 • Parth Seal, food and beverage management, published by Oxford university, 2017
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Course Name		Hospitality Facilities Management				Course Code	GHOT 331
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours			4				
Contact Hours (Hour / Week)	Lecture		3				
	Practical		2				
	Training		1				
Course Description:							
This course provides the trainee with the knowledge to manage facilities in lodging and food service associated with calculating cost control for facility management, and developing waste minimization and energy conservation plan. Understanding the role of facility management in designing facility process.							
General Objective of the Course:							
This course aims to introduce the trainees to the role and practices of the hospitality facilities management and its operations.							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Explain the definition and the concept of the facility management and the primary management tools. 2. Recognize the role of the information in management decisions for facility operations. 3. Understand the mechanical, electrical and plumbing systems implemented in hospitality facility and manage it maintenance. 4. Creating a maintenance schedules. 5. Understand the financial management and cost control for facility operation. 6. Develop an energy management and conserve plan. 7. Determine the benefits of using outsourcing and its cost on the organization. 8. Identify the process of designing and understand the role of the facilities manager in design and development. 9. Understand the safety responsibilities of facility management and manage the safety program. 10. Understanding the electrical, water, heating, cooling and lights system and components and operating. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to Facilities Management	6
Unit2: Managing information for facility decision	6
Unit3: Building and equipment	10
Unit4: Facilities Management to Operations Management	8
Unit5: Financial management and cost control for facility management	12
Unit6: Energy and waste minimization management	8
Unit7: Outsourcing/Contracting for Facilities Operations	8
Unit8: Facilities Design and renovation	8
Unit9: Electricity, water system, heating, cooling and lights systems	12
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
6	Unit1: Introduction to Facilities Management <ul style="list-style-type: none"> The Role and responsibility of a facility management and manager in hospitality. The concept and detention of facility management. Facility design impacts on facility Management. Producing profit of Maintenance. 	Oral exams Tests Practical performance
	Subject References <ul style="list-style-type: none"> John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018 	
6	Unit2: Managing information for facility decision: <ul style="list-style-type: none"> Determine the critical required information Organizing required information Management decisions. 	Oral exams Tests Practical performance
	Subject References <ul style="list-style-type: none"> John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018 	

10	<p>Unit3: Building and equipment:</p> <ul style="list-style-type: none"> • Lodging and food service utilities. • Type of food service equipment and maintenance. • Building interior. • Exterior facilities. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Presenting examples of hospitality Architectural plan and discuss the new trends for the interior and exterior facility in hospitality. 	<p>Oral exams Tests Practical performance</p>				
	<table border="1"> <tr> <td data-bbox="217 672 408 728">Subject</td> <td data-bbox="408 672 1099 728">• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</td> </tr> <tr> <td data-bbox="217 728 408 779">References</td> <td data-bbox="408 728 1099 779">• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015</td> </tr> </table>	Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018	References	• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015	
Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018					
References	• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015					
8	<p>Unit4: Facilities Management to Operations Management</p> <ul style="list-style-type: none"> • The engagement of facilities and operation activities. • Maintenance schedules to operational schedules. • Managing repetitive requirements. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Presenting examples of maintenance schedule. • Creating a stimulation maintenance schedule. 	<p>Oral exams Tests Practical performance</p>				
	<table border="1"> <tr> <td data-bbox="217 1232 408 1288">Subject</td> <td data-bbox="408 1232 1099 1288">• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</td> </tr> <tr> <td data-bbox="217 1288 408 1339">References</td> <td data-bbox="408 1288 1099 1339"></td> </tr> </table>	Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018	References		
Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018					
References						
12	<p>Unit5: Financial management and cost control for facility management</p> <ul style="list-style-type: none"> • Financial Responsibilities of a Facilities Manager • Budgeting for POM and Utilities • Capital expenditure (CapEX) • Cost-Control Tools. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Practicing on calculating the POM budgeting and the capital expenditure. 	<p>Oral exams Tests Practical performance</p>				
	<table border="1"> <tr> <td data-bbox="217 1995 408 2051">Subject</td> <td data-bbox="408 1995 1099 2051">• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</td> </tr> <tr> <td data-bbox="217 2051 408 2094">References</td> <td data-bbox="408 2051 1099 2094">• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015</td> </tr> </table>	Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018	References	• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015	
Subject	• John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018					
References	• David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015					
8	<p>Unit6: Energy and waste minimization management:</p>	<p>Oral exams Tests</p>				

	<ul style="list-style-type: none"> • Energy conservation concepts • Effective and efficient energy management • Developing an energy management plan • Waste minimization and management <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Practicing on developing an energy management plan. 	Practical performance
	<p>Subject • John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</p> <p>References • David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015</p>	
8	<p>Unit7: Outsourcing/Contracting for Facilities Operations</p> <ul style="list-style-type: none"> • Reasons and benefits for outsource or contract • Outsourcing cost • Outsource effective Contracts. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Searching and local outsourcing for facilities operations. • Presenting example of outsourcing contract. 	Oral exams Tests Practical performance
	<p>Subject • John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</p> <p>References</p>	
8	<p>Unit8: Facilities Design and renovation</p> <ul style="list-style-type: none"> • The designing process • The food service and lodging design. • Design for future expand • Hotel renovation's reasons and plan <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Discussing the trends in designing hospitality facilities and presenting examples. 	Oral exams Tests Practical performance
	<p>Subject • John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018</p> <p>References • David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015</p>	
12	<p>Unit9: Electricity, water system, heating, cooling and lights systems:</p> <ul style="list-style-type: none"> • Source of electricity, Electrical terms and definition, Common electrical components, Electrical billing 	Oral exams Tests Practical performance

	<ul style="list-style-type: none"> • Water consumption in hospitality industry, Water problem, Water system maintenance, Swimming pool, Water conservation • Factors influence heat and comfort, Heating source and equipment, Heating system issues, Improving heating efficiency • Factors that influence cooling and comfort, Cooling Sources and Equipment, Lighting terms • Selecting the lamp and fixtures, Maintenance of lighting system, Conserving energy for lights <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Searching and presenting a new innovation for lighting, heating and cooling. • Field trip to a five star hotel to know how these systems function. 	
	<p>Subject</p> <p>References</p>	<ul style="list-style-type: none"> • John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018 • David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015

<p>References</p>	<ul style="list-style-type: none"> • John E. Edwards, Applied Facility Management for Hospitality Industry, Cognella Inc., 2018 • David M. Stipnuk, Hospitality Facilities Management and Design, fourth edition, AHLEI, 2015
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Course Name	Catering Management				Course Code	GHOT 322	
Prerequisites	Food and Beverages Management GHOT 321						
Training Semester	1	2	3	4	5	6	
Credit Hours			5				
Contact Hours (Hour / Week)	Lecture			4			
	practical			2			
	training			1			
Course Description:							
This course will cover on premise and off-premise catering. It will provide the trainees with the knowledge and skills to manage catering inside a hotel, part of restaurant run or as a separated business. The main topics included in this course such as customer consultation, creating a proposal, planning the occasion, menu design, menu cost, contract, sight preparing and decoration, food preparing and moving for off-premise catering, types of service and catering sales and marketing.							
General Objective of the Course:							
The Purpose of this Course is to understand the concept of catering and having the Knowledge and skills to run the catering operations and business.							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Define catering and its types. 2. Recognizing the different styles of catering operation 3. Understand the market survey in order to develop the catering business and Applying its information. 4. Create a catering menu according to the occasion's type 5. Price the catering menu after calculating the cost and determine the profit. 6. Design an attractive menu and understand the consideration elements in catering contract. 7. Control the food operations in off-premise catering. 8. Set up the occasion site according to the service type and execute the event. 9. Manage the catering beverages, designing its menu and price it. 10. Recognize the equipment needed in catering business and how to administrate it. 11. Develop a marketing plan for catering. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to catering	8
Unit2: Styles of Catering Operation	8
Unit3: Developing a catering business	8
Unit4: Catering menu management and design	18
Unit5: Food and beverage operational controls for off-premise catering	12
Unit6: Setting up the Event	13
Unit7: Catering beverage menu	8
Unit8: Managing Catering equipment	8
Unit9: Catering sales and marketing	8
Total of Hours	91

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
8	Unit1: Introduction to catering: <ul style="list-style-type: none"> Catering definition and types. Elements of successful off-premise catering Skills needed Historical Banqueting structure catering department 	Oral exams Tests Practical performance
	Subject References <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, 3thrd edition, John Wiley & Sons, Inc. New York. 2005 	
8	Unit2: Styles of Catering Operation <ul style="list-style-type: none"> Full-Service Restaurants Hotel Food-and-Beverage Facilities "Catering Halls" 	Oral exams Tests Practical performance

	<ul style="list-style-type: none"> Independent Caterers. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Discussing the different between theses styles in term of operations. Reviewing the local company in each style. 	
	<p>Subject References</p>	<ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012
8	<p>Unit3: Developing a catering business:</p> <ul style="list-style-type: none"> Market survey information and analyzing the competition. Applying market survey information and competition analysis. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Presenting and analyzing an examples of the market survey for the catering market and competition analysis. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p>	<ul style="list-style-type: none"> Nancy Loman Scanlon , Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012
18	<p>Unit4: Catering menu management and design:</p> <ul style="list-style-type: none"> Meeting with the Client Determine Styles of Service Menu Design Format Layout and typeface Paper and Color Catering price structure Costs and Profit Breakeven Analysis Special considerations in catering contract <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Designing menu. Practicing on calculating menu cost and profit and figure out the breakeven point 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p>	<ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005

12	<p>Unit5: Food and beverage operational controls for off-premise catering:</p> <ul style="list-style-type: none"> Operational Controls Purchasing Controls Production Controls Presentation Controls <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Discussing issues and challenges facing operational and presenting control Discussing challenges facing food production and preparation in off-premise catering 	<p>Oral exams Tests Practical performance</p>		
	<table border="1"> <tr> <td data-bbox="217 853 408 958">Subject References</td> <td data-bbox="408 853 1401 958"> <ul style="list-style-type: none"> Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2012 </td> </tr> </table>	Subject References	<ul style="list-style-type: none"> Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2012 	
Subject References	<ul style="list-style-type: none"> Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2012 			
13	<p>Unit6: Setting up the Event:</p> <ul style="list-style-type: none"> Room Setup and appearance Off-premise site inspecting and setup Buffet Setup Table Décor and Presentation Table Service Rules Determine the service's accessories Event Timing and Staff Supervising and managing <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Presenting cases for event set up. Making event set up's proposal according to the events type. 	<p>Oral exams Tests Practical performance</p>		
	<table border="1"> <tr> <td data-bbox="217 1688 408 1839">Subject References</td> <td data-bbox="408 1688 1401 1839"> <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 </td> </tr> </table>	Subject References	<ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 	
Subject References	<ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 			
8	<p>Unit7: Catering beverage menu:</p> <ul style="list-style-type: none"> Catering Beverages menu plan and pricing <p>Practical Exercises and Experiments</p>	<p>Oral exams Tests Practical performance</p>		

	<ul style="list-style-type: none"> Designing beverages menu and price it. 	
	<p>Subject References</p> <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 	
8	<p>Unit8: Managing Catering equipment:</p> <ul style="list-style-type: none"> Determine the equipment needs Front-of-the –house equipment. Back-of-the-house equipment. Food holding equipment Dealing with rental equipment. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Practicing on determine equipment for different type of social occasions and identify the source for the rental equipment. 	<p>Oral exams</p> <p>Tests</p> <p>Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005. 	
8	<p>Unit9: Catering sales and marketing:</p> <ul style="list-style-type: none"> Marketing cycle and mix. Developing a marketing plan. Trends in catering and cuisine. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> Creating a marketing plan for random catering company. 	<p>Oral exams</p> <p>Tests</p> <p>Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 	
	<p>References</p> <ul style="list-style-type: none"> Nancy Loman Scanlon, Catering management 4rd edition, John Wely & Sons, Inc, New York, 2012 Bill Hansen, Off-Premise Catering Management, John Wiley & Sons, Inc. New York, 2005 	

Course Name		Food and Beverage Cost Control				Course Code	GHOT 325
Prerequisites		Food and Beverage Management GHOT 321					
Training Semester		1	2	3	4	5	6
Credit Hours				4			
Contact Hours (Hour / Week)	Lecture			3			
	Practical			2			
	Training			1			
Course Description:							
This course will enable trainees to understand the food and beverage cost control and analysis. Topics include sales and budgeting, catering reports, income and expenditure account, methods for cost analysis and the factors affecting cost							
General Objective of the Course:							
The Purpose of this Course is to make the trainees understand the importance of cost control in Hospitality industry. It also aims to give the importance of control system in the industry.							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Understand the cost and sales concepts related to the industry. 2. Understand the food and beverage control process. 3. Understand the relationship between Cost, volume, and profit. 4. Control all the food and beverages processes: purchasing, receiving, storing and production. 5. Make inventories and calculate the food and beverage cost using standards. <ol style="list-style-type: none"> a. Analyze the menu using menu engineering. 6. Prepare food and Beverage control reports and budgets and variance analysis. 7. To calculate and control the labor cost. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Cost and sales concepts	6
Unit2: The control process	6
Unit3: Cost/volume/profit relationships	6
Unit4: Food purchasing and receiving control	8
Unit5: Food storing and issuing control	8
Unit6: Food production control	10
Unit7: Monitoring food service operations	10
Unit8: Menu engineering and analysis	8
Unit9: Controlling food sales	6
Unit10: Beverage Control	6
Unit11: Labor Cost Considerations	4
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
6	Unit1: Cost and sales concepts <ul style="list-style-type: none"> Cost concepts Sales concepts The cost-to-sales ratio: cost percent 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> Paul R Dittmer, Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008 Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018 	
6	Unit2: The control process <ul style="list-style-type: none"> Control The control process. Control systems 	Oral exams Tests Practical performance

	<ul style="list-style-type: none"> • Cost–benefit ratio <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Create and discuss a control process of the areas of food purchasing, receiving, storage, issuing production and service for a food and beverage business in or out the college. 	
	<p>Subject</p>	<ul style="list-style-type: none"> • Paul R Dittmer, Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008
6	<p>Unit3: Cost/volume/profit relationships</p> <ul style="list-style-type: none"> • The cost/volume/profit equation • Variable rate and contribution rate • Break-even <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Case study Use breakeven analysis for planning and decision making. • Use Microsoft Excel to calculate the break-even from cost volume and profit. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject</p>	<ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Paul R Dittmer Publisher Wiley & Sons, 2008
8	<p>Unit4: Food purchasing and receiving control</p> <ul style="list-style-type: none"> • The control process—purchasing and receiving. • Developing standards and standard procedures for purchasing • Standing orders • Receiving controls • Establishing standard procedures for receiving <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Establish standards procedures and a control process for food and beverage purchasing and receiving. 	<p>Oral exams Tests Practical performance</p>

	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labour Cost Control 9th Edition, Paul R Dittmer Publisher Wiley & Sons, 2008 	
8	<p>Unit5: Food storing and issuing control</p> <ul style="list-style-type: none"> • Establishing standards and standard procedures for storing • Issuing control • Establishing standards and standard procedures for issuing • Food and beverage transfers <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Establish standards procedures and a control process for food and beverage storing and issuing 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th,Edition, Publisher Wiley & Sons, 2008 	
10	<p>Unit6: Food production control:</p> <ul style="list-style-type: none"> • Portion's control • Quantities control <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Practicing Portion's control and quantities control using Microsoft Excel. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008 	
10	<p>Unit7: Monitoring food service operations :</p> <ul style="list-style-type: none"> • Monthly inventory and food cost • Daily food cost • Actual versus standard food costs <p>Practical Exercises and Experiments:</p> <p>Use Microsoft Excel to:</p> <ul style="list-style-type: none"> • Calculate actual and standard food and beverage cost. • Create and use monthly inventory. 	<p>Oral exams Tests Practical performance</p>

	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008 	
8	<p>Unit8: Menu engineering and analysis</p> <ul style="list-style-type: none"> • Menu engineering • Menu analysis <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Analyze a menu’s pricing structure with respect to profitability and popularity using menu engineering. • Set menu prices both scientifically and with qualitative considerations. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008 	
6	<p>Unit9: Controlling food sales</p> <ul style="list-style-type: none"> • The goals of sales control • Optimizing the number of customers • Maximizing profit • Controlling revenue • Using manual means • Using computers <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Use revenue, covers and average check historical to forecast sales. • Analyze income statements in relation to cost control. • Make decisions which maximize profitability through control of costs 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • D. Antony Ashok Kumar, Food & Beverage Management & Cost Control 2017 • Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Paul R Dittmer Publisher Wiley & Sons, 2008 	
6	<p>Unit10: Beverage Control</p> <ul style="list-style-type: none"> • Purchasing control • Receiving, storing, and issuing control • Production control 	<p>Oral exams Tests Practical performance</p>

	<ul style="list-style-type: none"> Monitoring beverage operations Beverage sales control <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Create and discuss a control process of the areas of beverage purchasing, receiving, storage, issuing production and service for a food and beverage business in or out the college 	
	<p>Subject</p> <ul style="list-style-type: none"> D. Antony Ashok Kumar, Food & Beverage Management & Cost Control, https://www.slideshare.net/ashokkumar430/food-and-bverage-cost-controls, 2017 <p>References</p> <ul style="list-style-type: none"> Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control 9th Edition, Publisher Wiley & Sons, 2008 	
4	<p>Unit11: Labor Cost Considerations</p> <ul style="list-style-type: none"> Employee compensation Determinants of total labor costs and labor cost percent Labor cost control <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Create and use labor productivity standards in managing labor cost. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject</p> <ul style="list-style-type: none"> D. Antony Ashok Kumar, Food & Beverage Management & Cost Control, D. Antony Ashok Kumar, Food & Beverage Management & Cost Control, https://www.slideshare.net/ashokkumar430/food-and-bverage-cost-controls, 2017 <p>References</p>	
<p>References</p>	<ul style="list-style-type: none"> Bernard Davis, Andrew Lockwood, Peter Alcott and Ioannis S. Pantelidis, Food and Beverage Management, Sixth edition, Routledge publishing, 2018 Richard Kotas & Chandana Jayawardena, Food & Beverage Management, Publisher Hodder& Stoughton, 1994 D. Antony Ashok Kumar, Food & Beverage Management & Cost Control, D. Antony Ashok Kumar, Food & Beverage Management & Cost Control, https://www.slideshare.net/ashokkumar430/food-and-bverage-cost-controls, 2017 Jack E Miller, Lea R Dopson and David K. Hayes, Food & Beverage Cost Control Third Edition, Publisher Wiley & Sons, 2008 Paul R Dittmer , Principles of Food, Beverage & Labor Cost Control Seventh Edition, Paul R Dittmer Publisher Wiley & Sons, 2008 	

Course Name		Sustainable Tourism			Course Code		GHO 361
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours				5			
Contact Hours (Hour / Week)	Lecture			4			
	Practical			2			
	Training			1			
Course Description:							
<p>Evolving the sustainability mind-set throughout practices and discussion. This course is going to present the three premises of the sustainability mind-set. Moreover, it will address the tourism impacts on three elements: environment, economic, and social of host destinations. Throughout the course, proactive suggestions and solutions to decrease the impact of tourism is going to be studied. Critical analysis is a fundamental part of this course; this will allow trainees to make a difference while they work in hospitality organizations.</p>							
General Objective of the Course:							
<p>Recognize and explain the idea of sustainable tourism development within specific indicators and sustainability goals in an understandable and inclusive approach.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Define the concept of sustainable development and how to express its application to the field of tourism. 2. Understand the sustainable tourism principles and the different applications of this concept to the tourism field. 3. Understand the main influences that tourism exerts on the destination's environment, economy, and society; and what are the main tools to control and reduce the negative consequences. 4. Describe the current tools for environmental development of destinations and businesses. 5. Suggest best practices for sustainability in the tourism field. 6. Know tourism as a tool for economic and social development, which can contribute to economic development and decrease of social inequalities at the destination social level. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to tourism sustainability	14
Unit2: Challenges to implementing sustainability practices in tourism	14
Unit3: Impact of tourism	14
Unit4: Sustainable tourism policy frameworks	14
Unit5: Ethics and value	12
Unit6: Tools and measuring	12
Unit7: Operationalizing sustainable tourism	11
Total of Hours	91

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
14	Unit1: Introduction to tourism sustainability: <ul style="list-style-type: none"> Development of sustainability The concept of sustainability Tourism sustainability Sustainable tourism sequences Ecotourism 	Oral exams. Tests and editorial work.
	Subject References <ul style="list-style-type: none"> Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited. 2019 	
14	Unit2: Challenges to implementing sustainability practices in tourism: <ul style="list-style-type: none"> Sustainable cases Challenges to tourism Climate Changes 	Oral exams. Tests and editorial work.
	Subject References <ul style="list-style-type: none"> Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited. 2019 	

14	<p>Unit3: Impact of tourism:</p> <ul style="list-style-type: none"> ● Tourism impacts identification ● Tourism ethics ● Tourism impact on economic ● Tourism impact on socio-culture ● Tourism impact on environment 	<p>Oral exams. Tests and editorial work.</p>
	<p>Subject</p>	<ul style="list-style-type: none"> ● Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited.
14	<p>Unit4: Sustainable tourism policy frameworks:</p> <ul style="list-style-type: none"> ● Overview of tourism policy frameworks. ● Tourism international frameworks ● Developing local sustainable tourism approach 	<p>Oral exams. Tests and editorial work.</p>
	<p>Subject</p>	<ul style="list-style-type: none"> ● Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited.
12	<p>Unit5: Ethics and value:</p> <ul style="list-style-type: none"> ● Basics of ethics ● Tourism's ethics ● Positioning ethics in tourism organizations 	<p>Oral exams. Tests and editorial work.</p>
	<p>Subject</p>	<ul style="list-style-type: none"> ● Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited.
12	<p>Unit6: Tools and measuring:</p> <ul style="list-style-type: none"> ● Traveler impact measuring tools ● Regulatory tools ● Economic incentives. 	<p>Oral exams. Tests and editorial work.</p>
	<p>Subject</p>	<ul style="list-style-type: none"> ● Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited.
11	<p>Unit7: Operationalizing sustainable tourism:</p> <ul style="list-style-type: none"> ● The experience economy integrating sustainability into visitor experience. ● Business organizations models for sustainable tourism ● Case study. 	<p>Oral exams. Tests and editorial work.</p>
	<p>Subject</p>	<ul style="list-style-type: none"> ● Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited.

	Subject References	<ul style="list-style-type: none">• Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited. 2019
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References	<ul style="list-style-type: none">• Coghlan, A. An Introduction to Sustainable Tourism. Goodfellow Publishers Limited. 2019
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Course Name		Service Operation Management			Course Code		GHOT 471	
Prerequisites								
Training Semester		1	2	3	4	5	6	
Credit Hours					4			
Contact Hours (Hour / Week)	Lecture				4			
	Practical				0			
	Training				2			
Course Description:								
<p>This course will review contemporary service theories and strategies applied to present guest satisfaction in all guest contact areas. It will concentrate on practical utilization within exploring approaches for measuring guest satisfaction. Furthermore, this course is designed to familiarize trainees with service strategies applied by exemplary service hospitality organizations around the world. Also, the course is going to review the theories and approaches practiced that can design a service management culture in hospitality organizations. The training process will be extremely interactive: it will cover case studies, interactive activities, research, class application and discussions to past and future service experiences.</p>								
General Objective of the Course:								
<p>Identify and apply the most prevalent service strategies and apply these in a case study, during class discussion. Trainees will apply this knowledge to develop new and unique tools and to enhance their ability to see beyond individual service experiences to the theoretical foundations of service, because it will better prepare the future manager to meet the challenges posed by an ever-changing hospitality services cape.</p>								
Detailed Objectives: Trainee Will be Able to:								
<ol style="list-style-type: none"> 1. Demonstrate cultural understanding in service. 2. Apply the strategies concepts from the texts-book and academic readings to a project using critical thinking and creativity grounded in the service strategies. 3. Demonstrate written communication skills that use logic and research. 4. Demonstrate oral communication and interpersonal skills to persuade in a professional manner. 5. Several applied service strategies that will be discussed separately in each unit the course. 								

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to service origins	6
Unit2: Customer Relationship Management strategy (CRM)	10
Unit3 : Supply Chain Management strategy	10
Unit4: Service Differentiation strategy	10
Unit5: Total Quality Management strategy	10
Unit6: External and Internal Customers strategy	8
Unit7: Service Recovery strategy	8
Unit8: Gap (ServQual) strategy	8
Unit9: Experience economy strategy	8
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocols.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
6	<p>Unit1: Introduction to service origins:</p> <ul style="list-style-type: none"> ● A definition of customer service. ● Service dimensions ● Service culture ● Cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Toister, J. The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Customer Service. Toister Performance Solutions.2017 	
10	<p>Unit2: Customer Relationship Management strategy (CRM):</p> <ul style="list-style-type: none"> ● A definition of CRM ● How CRM contributes to performance ● Four models of CRM ● Cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Buttle, F., & Maklan, S. Customer relationship management: concepts and technologies. Routledge. 2019 	

10	<p>Unit3: Supply Chain Management strategy:</p> <ul style="list-style-type: none"> ● A definition of supply chain management ● Supply chain management in tourism ● Critical issues in tourism supply chain management ● Strategy framework ● cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Song, H. Tourism supply chain management (Vol. 23). Routledge. 2012 	
10	<p>Unit4: Service Differentiation strategy:</p> <ul style="list-style-type: none"> ● The strategy of service differentiation concept. ● Strategy framework. ● Skill set for a professional service differentiation. ● Cases. 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Chang, C. M. Service systems management and engineering: Creating strategic differentiation and operational excellence. John Wiley & Sons. 2018 	
10	<p>Unit5: Total Quality Management strategy:</p> <ul style="list-style-type: none"> ● TQM definition and overview ● The TQM paradigm ● How can effective TQM enhance the service operation ● Strategy framework. and experiments ● Cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Kiran, D. R. Total quality management: Key concepts and case studies. Butterworth-Heinemann, 2016 	
8	<p>Unit6: External and Internal Customers strategy:</p> <ul style="list-style-type: none"> ● External and Internal Customers definition ● Internal customers service recognition. ● Expected benefits of the external and internal customer's strategy. ● Cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Blokdyk, G). Internal Customer Service A Complete Guide - 2019 Edition (2019 ed.). 5STARCOoks. doi:978-0655803102 	

8	<p>Unit7: Service Recovery strategy:</p> <ul style="list-style-type: none"> ● A definition of service recovery ● Cost reduction efforts mistakes ● Service recovering framework and tools ● Cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Toister, J. Getting service right: Overcoming the hidden obstacles to outstanding customer service, 2019 	
8	<p>Unit8: Gap (ServQual) strategy:</p> <ul style="list-style-type: none"> ● A definition of ServQual Model ServQual dimensions. ● Meet the customer service expectations ● Measure the customer expectations ● The strategy framework ● cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Muthukumar, R., & Kumar, S. S. ServQual Model. LAP LAMBERT Academic Publishing, 2018 	
8	<p>Unit9: Experience economy strategy:</p> <ul style="list-style-type: none"> ● Introduction to experience economy strategy. ● The four realms of experience model. ● Cohesive experiences ● Money value for time ● Return on experience investment ● Strategy framework exercises and experiments ● cases 	<p>Oral exams and actions. Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● li, J. P. B., & Gilmore, J. HThe Experience Economy, With a New Preface by the Authors: Competing for Customer Time, Attention, and Money (Revised ed.). Harvard Business Review Press, 2019 	

References

- Toister, J. (2017). *The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Customer Service*. Toister Performance Solutions.
- Buttle, F., & Maklan, S. (2019). *Customer relationship management: concepts and technologies*. Routledge..
- Song, H. (2016). *Tourism supply chain management (Vol. 23)*. Routledge..
- Chang, C. M. (2018). *Service systems management and engineering: Creating strategic differentiation and operational excellence*. John Wiley & Sons..
- Kiran, D. R. (2016). *Total quality management: Key concepts and case studies*. Butterworth-Heinemann..
- Blokdyk, G. (2019). *Internal Customer Service A Complete Guide - 2019 Edition (2019 ed.)*. 5STARCooks. doi:978-0655803102.
- Toister, J. (2019). *Getting service right: Overcoming the hidden obstacles to outstanding customer service*. United States: Jeff Toister. doi:9780578433363.
- Muthukumar, R., & Kumar, S. S. (2018). *ServQual Model*. LAP LAMBERT Academic Publishing..
- Li, J. P. B., & Gilmore, J. H. (2019). *The Experience Economy, With a New Preface by the Authors: Competing for Customer Time, Attention, and Money (Revised ed.)*. Harvard Business Review Press.

Course Name		Hospitality Financial Management			Course Code		GHOT 441		
Prerequisites									
Training Semester		1	2	3	4	5	6		
Credit Hours					4				
Contact Hours (Hour / Week)	Lecture				4				
	Practical				0				
	Training				2				
Course Description:									
<p>This course concerns the basic concepts and techniques of financial decisions in relation to hospitality management. It introduces and emphasizes the principles, concepts and systems used in the accounting and budgetary of a hospitality business. It also focuses on the analysis of operating and financial reports as a basis for managerial decision-making process. Main subjects include Introduction to Financial Management, Financial statement, Ratio Analysis, budget and budgeting control costing and internal pricing, cash forecasting and control, internal auditing, equity rights issue, presentation of external financial reports.</p>									
General Objective of the Course:									
<p>The objective of this course is to provide Hospitality Management trainees with a solid foundation of methods of financial analysis that they will need to use in their jobs in the hospitality industry.</p>									
Detailed Objectives: Trainee Will be Able to:									
<ol style="list-style-type: none"> Understand the three main financial statements used in financial analysis and hotel management reports as management tools and to measure financial performance. Identify actual use and application of financial reports in the operations of departments within a hotel or restaurant. Present financial information that trainees will need to know and be able to use in managing their departments. Emphasize the importance of forecasting and budgeting as a management tool and as a way to measure financial performance. Review current operations and to prepare forecasts that update the budget and reflect current market conditions. Apply fundamental financial skills to their personal management of money. 									

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to hospitality Financial Analysis	4
Unit2: Foundations of Financial Analysis	5
Unit3: The Profit and Loss (P&L) Statement	6
Unit4 : The Balance Sheet (A&L) and Statement of Cash Flow	8
Unit5: Hotel Management Reports	10
Unit6: Comparison Reports and Financial Analysis	10
Unit7: Forecasting	10
Unit8: Budgets	10
Unit9: Corporate Annual Reports.	8
Unit10: Personal Financial Literacy.	7
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
4	Unit1: Introduction to Hospitality Financial Analysis <ul style="list-style-type: none"> • The Three Main Financial Statements. • Revenues: The Beginning of Financial Performance. • Profit: The Ultimate Measure of Financial Performance. 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> • Jonathan A. Haled, Accounting and Financial Analysis in the Hospitality Industry, Routledge Publisher, 2010 • Lea R. Dopson, David K. Hayes, Managerial Accounting for the Hospitality Industry, 2nd Edition, November 2016 	
5	Unit2: Foundations of Financial Analysis <ul style="list-style-type: none"> • Fundamental Methods of Financial Analysis • Comparing Numbers Measuring Change to Explain Performance • Using Percentages in Financial Analysis. • Types of Percentages Used in Financial Analysis. • Trends in Financial Analysis 	Oral exams Tests

	Subject References	<ul style="list-style-type: none"> Jonathan A. Haled, Accounting and Financial Analysis in the Hospitality Industry, Routledge Publisher, 2010 Lea R. Dopson, David K. Hayes, Managerial Accounting for the Hospitality Industry, 2nd Edition, November 2016
6	Unit3: The Profit and Loss (P&L) Statement <ul style="list-style-type: none"> Hotel Consolidated P&L Statements. Formats for a Consolidated P&L Department P&L Statements 	Oral exams Tests
	Subject References	<ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 Jonathan A. Haled , Accounting and Financial Analysis in the Hospitality Industry, Routledge Publisher, 2010
8	Unit4: The Balance Sheet (A&L) and Statement of Cash Flow <ul style="list-style-type: none"> The Balance Sheet or Asset and Liability (A&L) Statement Relationships between the Balance Sheet and the P&L Statement The Statement of Cash Flow 	Oral exams Tests
	Subject References	<ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 Jonathan A. Haled , Accounting and Financial Analysis in the Hospitality Industry, Routledge Publisher, 2010
10	Unit5: Hotel Management Reports <ul style="list-style-type: none"> Internal Hotel Management Reports. Daily Reports. Weekly Internal Management Reports. Monthly Internal Management Reports. 	Oral exams Tests
	Subject References	<ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006
10	Unit6: Comparison Reports and Financial Analysis <ul style="list-style-type: none"> Profitability: Measure of Financial Performance <ul style="list-style-type: none"> Profits Analysis and Revenue Analysis The Impact of Department Profits on Total Hotel Profits Maximizing and Measuring Total Hotel Profitability Variation Analysis <ul style="list-style-type: none"> Variation Analysis formula and Ratios 	Oral exams Tests

	○ Key Financial Performance Hotel Ratios	
	<p>Subject References</p> <ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 Agnes L. DeFranco, Thomas W. Lattin, Hospitality Financial Management WILEY & SONS, INC, 2006 	
10	<p>Unit7: Forecasting</p> <ul style="list-style-type: none"> Forecasting Fundamentals. Types and Uses of Forecasts Revenue Forecasting. Wage Forecasting and Scheduling. 	<p>Oral exams Tests</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006 	
10	<p>Unit8: Budgets</p> <ul style="list-style-type: none"> The Use of Budgets in Business Operations Annual Operating Budgets. Formulas and Steps in Preparing a Budget Capital Expenditure Budgets 	<p>Oral exams Tests</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006 	
8	<p>Unit9: Corporate Annual Reports.</p> <ul style="list-style-type: none"> The Purpose of Corporate Annual Reports The Content of the Corporate Annual Report. Financial Results for the Year 	<p>Oral exams Tests</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006 	
7	<p>Unit10: Personal Financial Literacy.</p> <ul style="list-style-type: none"> Personal Financial Literacy. Managing Personal Finances. Evaluating Assets and Sources of Income. 	<p>Oral exams Tests</p>

Subject References	<ul style="list-style-type: none"> ● Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 ● L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006
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References	<ul style="list-style-type: none"> ● Jonathan A. Haled , Accounting and Financial Analysis in the Hospitality Industry, Routledge Publisher, 2010 ● Jagels Michael M. Coltman, hospitality Management Accounting, eight editions, publisher John wiley & sons, Inc, 2003 ● Chris Guilding, Financial Management for Hospitality Decision Makers, Boston: Butterworth-Heinemann, 2003 ● Michael N. Chibili, Basic Management Accounting for the Hospitality Industry , Second edition Noordhoff Uitgevers Groningen Houten, 2016 ● L. DeFranco Thomas W. Lattin, Hospitality Financial Management Agnes, JOHN WILEY & SONS, INC, 2006 ● Lea R. Dopson, David K. Hayes, Managerial Accounting for the Hospitality Industry, 2nd Edition, ISBN: 978-1-119-29927-1 November 2016
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Course Name		Digital Marketing in Hospitality				Course Code	GHOT 451
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours						5	
Contact Hours (Hour / Week)	Lecture					4	
	Practical					2	
	Training					1	
Course Description:							
<p>With developing communication technology, changing trade structures and growing competition in the hospitality industry, digital marketing is becoming progressively more crucial to hospitality organizations and their equivalents to achieve their objectives. The course incorporates marketing principles and designs into the framework of the evolving digital marketplace. It gives an understanding of the marketing fundamentals, the scope of the Electronic marketplace, and the capability to compete in the digital community.</p>							
General Objective of the Course:							
<p>Understand the role of E-marketing in the hospitality and tourism industries. Additionally, learn about the design and development of a hospitality E-marketing mix. Moreover, be familiar with the role of research and the relation to the marketing plan and provide trainees with real-life examples of sales and marketing plans from the industry.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Present the basis of E-marketing technologies practices. 2. Having specific knowledge in the digital marketing areas communications. 3. Be familiar with the methodologies, tools, and technologies connected to digital marketing. 4. Having enough knowledge that will allow the trainees to proceed with their professions in the E-Marketing area. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to E-Marketing	14
Unit2: Website Creation and Planning	16
Unit3: Social Media Marketing	16
Unit4: Content Strategy	16
Unit5: Email Marketing	15
Unit6: Online Reputation Management	14
Total of Hours	91

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
14	<p>Unit1: Introduction to E-Marketing:</p> <ul style="list-style-type: none"> ● E-marketing background ● E-Marketing definition ● The 7 Ps of marketing and their implications ● E-Marketing segmentations ● E-Marketing Strategies ● E-Marketing Plans <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> ● Presenting and discussing an examples of e-marketing strategies applied by hospitality or tourism companies. ● Practicing on Creating E-marketing plan. 	<p>Oral exams and actions.</p> <p>Tests and editorial work.</p> <p>Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019). 	
16	<p>Unit2: Website Creation and Planning:</p> <ul style="list-style-type: none"> ● Website designing. ● Message creation ● Website map and language clarity 	<p>Oral exams and actions.</p> <p>Tests and editorial work.</p> <p>Practical performance</p>

	<ul style="list-style-type: none"> • Online communication with guests • Website updating and security. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Comparing and study websites belong to hospitality and tourism companies. • Practicing on creating a message through websites for hospitality and tourism business. 	
	<p>Subject References</p>	<ul style="list-style-type: none"> • Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019).
16	<p>Unit3: Social Media Marketing:</p> <ul style="list-style-type: none"> • Definition of Social Media Marketing. • The power of social media platforms. • Social media message designing. • Paid ads on social media channels. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Presenting and study an examples of social media marketing for hospitality and tourism company. • Comparing several social media designing for hospitality and tourism companies. 	<p>Oral exams and actions. Tests and editorial work. Practical performance</p>
	<p>Subject References</p>	<ul style="list-style-type: none"> • Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019).
16	<p>Unit4: Content Strategy:</p> <ul style="list-style-type: none"> • Content marketing Definition. • Traffic building • Leads Generating and make them actual guests • Trust and loyalty building. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Study the content marketing in several hospitality and tourism companies' websites by identifying the weakness and strength point. • Discussing the traffic building strategies and its impact on hostility and tourism companies. 	<p>Oral exams and actions. Tests and editorial work. Practical performance</p>

	Subject References	<ul style="list-style-type: none"> • Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019).
15	<p>Unit5: Email Marketing:</p> <ul style="list-style-type: none"> • The concept of E-mail marketing tool. • Automated e-mails. • Promotion via e-mails. • Having guests' evaluations via e-mails. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Discussing examples of E-mail marketing tool applied in hospitality and tourism companies. • Presenting and study an examples of promotion via e-mail for hospitality and tourism companies. • Practicing on designing E-promotion 	<p>Oral exams and actions. Tests and editorial work. Practical performance</p>
	Subject References	<ul style="list-style-type: none"> • Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019).
14	<p>Unit6: Online Reputation Management:</p> <ul style="list-style-type: none"> • Build trust and trustworthiness with guests • Design a reputation management approach to obtain the organization's long-term goals. • How to deal with negative contents. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Analyzing study of how hospitality companies and tourism manage their online reputation by going through their websites and social media accounts. 	<p>Oral exams and actions. Tests and editorial work. Practical performance</p>
	Subject References	<ul style="list-style-type: none"> • Kingsnorth, S. Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). Kogan Page. (2019).

References	<ul style="list-style-type: none"> • Mankad, D. J. (2019). Understanding Digital Marketing: Strategies for online success. BPB Publications. • Gildner, G., & Gildner, A. (2019). Becoming A Digital Marketer: Gaining the Hard & Soft Skills for a Tech-Driven Marketing Career. Baltika Press. • Van Engelen, E. S. (2017). 12 Smart Practices to Improve Marketing and Sales (1 st edition ed.). bookboon. • Collins, T. (2016). Mechanics of Online Reputation Management. Van Haren Publishing.
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Course Name	Strategic Management in Hospitality				Course Code	GHOT 475	
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours						5	
Contact Hours (Hour / Week)	Lecture					4	
	Practical					2	
	Training					1	
Course Description:							
<p>This course covers the concept and the definition of strategic management in hospitality industry. The trainees will be introducing to the steps of developing a strategy which consist of determine the company's goals and analyzing internal and external environments, competition and SWOT to recognize the challenges and opportunities and developing an appropriate strategy to face the challenges and benefit of the opportunities. The trainees also will learn how to evaluate the strategy. The course laying on presenting and discussing cases regarding strategies implemented in hospitality companies.</p>							
General Objective of the Course:							
<p>The Purpose of this Course is to introduce the trainees to the concept of strategy management, analyze external and internal environments and gap analysis to implement the appropriate strategy to firm.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Define the strategic management and its development. 2. Understand the strategic thinking and the strategy decision. 3. Create strategic direction. 4. Analyze the external environments. 5. Define task environments and analyzing its elements 6. Analyze the internal environments. 7. Using analyzing models for gap analysis 8. Explain the competitive strategies. 9. Evaluate the strategic alternatives. 10. Understand the concept and the important of strategy implementation. 11. Determine the strategy implantation requires, approach and problems. 12. Evaluate and control the implemented strategy. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to strategic management	6
Unit2: strategic direction	8
Unit3: External environment analysis	12
Unit4: Internal environment analysis	12
Unit5: Gap analysis	12
Unit6: Competitive strategies	12
Unit7: Evaluating strategic alternatives	10
Unit8: Strategy implementation	10
Unit9: Strategy control	9
Total of Hours	91

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
6	<p>Unit1: Introduction to strategic management:</p> <ul style="list-style-type: none"> • The definition of strategic management. • The development of the strategic management • Strategic thinking and decision. • The strategic management process and levels. <p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> • Practicing on strategic thinking and presenting cases. 	<p>Oral Exam and tests</p> <p>Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 • Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
8	<p>Unit2: Strategic direction:</p> <ul style="list-style-type: none"> • Mission statement • Organizational vision • Organization value • Key Influences on strategic direction 	<p>Oral Exam and tests</p> <p>Practical performance.</p>

	<p>Practical Exercises and Experiments</p> <ul style="list-style-type: none"> presenting and discussing strategic direction for hospitality companies 	
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
12	<p>Unit3: External environment analysis</p> <ul style="list-style-type: none"> The definition and importance of external environment analyses. The External environment's elements. (demographic segment, sociocultural segment, the political/legal segment, the technological segment, the economic segment, and the global segment) Task environment (competitors, customers, suppliers and labor supply) Stages of external environment analyzes. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> presenting cases for external environment analyzing Practical performance 	<p>Oral Exam and tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
12	<p>Unit4: Internal environment analysis</p> <ul style="list-style-type: none"> The concept of internal environment and importance of analyze it The internal environment's elements. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Presenting cases for internal environment analyzing. 	<p>Oral exam and tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
12	<p>Unit5: Gap analysis.</p> <ul style="list-style-type: none"> The definitions of strategic gap analyses. Conducting Strategic gap analysis 	<p>Oral exams and tests. Practical performance</p>

	<ul style="list-style-type: none"> SWOT, PESTLE analysis <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> performing the gap analysis' modules 	
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition , John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
12	<p>Unit6: Competitive strategies</p> <ul style="list-style-type: none"> Cost-leadership strategy. Differentiation strategy. Focus strategy. Global Competitiveness in the Hospitality Industry (presenting cases) <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> presenting examples of these strategies implemented in hospitality companies 	<p>Oral exams and tests. . Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
10	<p>Unnit7: Evaluating strategic alternatives.</p> <ul style="list-style-type: none"> The definition of strategic alternatives. Generic strategies at business level. Evaluating strategic alternatives. Module for Strategic alternatives. <p>Practical Exercises and experiment:</p> <ul style="list-style-type: none"> presenting and discussing cases 	<p>Oral exams and tests. Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition , John Wiley & Sons, Inc. New York, 2010 Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
10	<p>Unit8: Strategy implementation</p> <ul style="list-style-type: none"> The concept of strategy implementation Strategy implementation requirements and approach. 	<p>Oral exams and tests. Practical performance</p>

	<ul style="list-style-type: none"> • Problems facing strategy implementation • Mackenzi Model of strategy implementation <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • presenting and discussing cases 	
	<p>Subject References</p> <ul style="list-style-type: none"> • Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 • Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
9	<p>Unit9: Strategy control:</p> <ul style="list-style-type: none"> • Strategic control levels and steps. • Types of strategic control systems. • Strategy evaluation. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • presenting and discussing cases 	<p>Oral exams and tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 • Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	
<p>References</p>	<ul style="list-style-type: none"> • Kathy A, Enz, Hospitality Strategic Management Concept and Cases, 2nd edition, John Wiley & Sons, Inc. New York, 2010 • Majed Sakkour- Raad Alsarn, strategic Management, Syrian Virtual University, 2018 	

Course Name	Quality Management in Hospitality				Course Code	GHOT 477
Prerequisites						
Training Semester	1	2	3	4	5	6
Credit Hours					5	
Contact Hours (Hour / Week)	Lecture				5	
	Practical				0	
	Training				1	
Course Description:						
<p>This course will enable trainees to understand the concepts and theories of hospitality services quality management.</p> <p>It also seeks to explore all the concepts and methods put into practice by the hospitality organization to control the quality of its organization and production. This approach is based on the QMS (Quality Management System), which encompasses policies, processes and procedures intended to help the organization meet the requirements of its stakeholders, according to the ISO definition.</p> <p>Main topics covered in the course are Key principles of quality management, process management and process improvements in hospitality, Quality management in practice, management systems, and assessment and audit, standards like ISO and excellence models.</p>						
General Objective of the Course:						
<p>The aim of the course is to help the trainees to acquire knowledge about various initiatives to improve quality and to better understand the area of Quality Management. The course also aims to help the trainees to implement a successful and sustainable quality assurance systems within hospitality industry.</p>						
Detailed Objectives: Trainee Will be Able to:						
<ol style="list-style-type: none"> 1. Develop an appropriate understanding of the quality, it' s benefits and it' s history. 2. Be familiarized with Total Quality Management Models and frameworks 3. Establish a quality strategy and framework. 4. Measure and better understand the performance of a company. 5. Set quality standards. 6. Manage the quality planning process. 7. Develop a practical quality plans that work. 8. Be familiarized with the Various International Quality Standards related to hospitality. 9. Implement and execute total quality management in hospitality industry. 10. support a model for TQM sustainability. 						

Units (Theoretical and Practical)	Training Hours
Unit1: Quality Definition, History and Benefits	5
Unit2: Quality movements	5
Unit3: Quality Planning	10
Unit4: Quality Performance	10
Unit5: Quality Processes	10
Unit6: People in Quality Management	10
Unit7: Various International Quality Standards	10
Unit8: Implementation of the TQM in hospitality	10
Unit9: Green Service Quality	8
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
5	Unit1: Quality Definition, History and Benefits <ul style="list-style-type: none"> ● Definition of Quality and Quality Management ● Development of Quality Thinking ● Benefits of the Quality Management ● Hospitality, and Leisure Service Quality 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> ● Graeme Knowles, Quality Management, bookboon.com, 2011 ● Sid Kemp , Quality Management Demystified, McGraw-Hill Education, 2006 	
5	Unit2: Quality movements <ul style="list-style-type: none"> ● Total Quality Management ● Quality Management Before TQM ● Deming's 14 Points ● Six Sigma ● The Cost of Quality 	Oral exams Tests

	<ul style="list-style-type: none"> • The Capability for Quality: CMM and CMMI • Steady Improvement in Japan: Gemba 	
	<p>Subject References</p> <ul style="list-style-type: none"> • John S. Oakland, Total Quality Management and Operational Excellence Text with cases, Routledge, 2020 • Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002 	
10	<p>Unit3: Quality Planning</p> <ul style="list-style-type: none"> • The development of policies and strategies • Partnerships and resources • Design, innovation, and improvement <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Identifying the quality requirements and standards for the project and product using Ishikawa’s seven basic tools of quality: cause-and-effect diagrams, flowcharting, check sheets, Pareto diagrams, control charts, histograms, and scatter diagrams 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Graeme Knowles, Quality Management,bookboon.com , 2011 • John S. Oakland, Total Quality Management and Operational Excellence Text with cases, Routledge, 2020 • Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002 	
10	<p>Unit4: Quality Performance</p> <ul style="list-style-type: none"> • Performance measurement • Self-assessment, audits, and reviews • Benchmarking and change management. <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Auditing the quality requirements and quality control results to ensure that appropriate quality standards are used using Ishikawa’s seven basic tools of quality: cause-and-effect diagrams, flowcharting, check sheets, Pareto diagrams, control charts, histograms, and scatter diagrams 	<p>Oral exams Tests Practical performance</p>

	Subject References	<ul style="list-style-type: none"> • Graeme Knowles, Quality Management,bookboon.com , 2011 • John S. Oakland, Total Quality Management and Operational Excellence Text with cases, Routledge, 2020 • Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002
10	<p>Unit5: Quality Processes</p> <ul style="list-style-type: none"> • Process management • Process redesign and reengineering • Quality management systems • Continuous improvement <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Manage and control of quality using: • Affinity Diagrams • Process Decision Program Charts (PDPC) • Interrelationship Diagrams 	<p>Oral exams Tests Practical performance</p>
	Subject References	<ul style="list-style-type: none"> • Graeme Knowles, Quality Management,bookboon.com , 2011 • John S. Oakland, Total Quality Management and Operational Excellence Text with cases, Routledge, 2020 • Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002
10	<p>Unit6: People in Quality Management</p> <ul style="list-style-type: none"> • Human resource management • Culture change through teamwork • Communications, innovation, and learning <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Implementing HRM practices necessary to the success of the total quality management. 	<p>Oral exams Tests Practical performance</p>
	Subject References	<ul style="list-style-type: none"> • Graeme Knowles, Quality Management,bookboon.com , 2011 • John S. Oakland, Total Quality Management and Operational Excellence Text with cases, Routledge, 2020 • Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002
10	<p>Unit7: Various International Quality Standards related to hospitality.</p> <ul style="list-style-type: none"> • •ISO 9000 family (9001-9002-9004) quality management • •ISO 14001 environmental management 	<p>Oral exams Tests Practical performance</p>

	<ul style="list-style-type: none"> ● OHSAS 18001 health protection and safety at work ● ISO 26000 Social responsibility ● ISO 50001 energy management ● ISO 10018 standards of consumer protection ● ISO 18513 terminology used in tourism ● ISO 27001 the security of information property ● Standards for food safety (HACCP, ISO 22000, HALAL). ● ISO 21401:2018 Tourism and related services — Sustainability management system for accommodation establishments ● ISO 22483:2020 Tourism and related services Hotels ● Other Awards, Standards, and Associations <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> ● Comparing ISO standards related to the hospitality. 	
	<p>Subject References</p> <ul style="list-style-type: none"> ● Total Quality Management Implementation and Guest Satisfaction in Hospitality Article in Amfiteatru Economic · February 2017 ● https://www.iso.org/standard/73315.html ● Graeme Knowles, Quality Management, bookboon.com, 2011 	
10	<p>Unit8: Implementation of the TQM in hospitality</p> <ul style="list-style-type: none"> ● Implémentation of TQM ● Planning the implementation ● Performance measurement ● Process management ● Human resource management ● Sustained improvement <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> ● Developing quality processes for a hospitality business 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Total Quality Management Implementation and Guest Satisfaction in Hospitality Article in Amfiteatru Economic · February 2017 ● A Feasibility Study of the Total Quality Management in Hospitality Industry with a Case Study in Esfahan Hotels Mehdi Shahbazipour Luleå University of Technology, 2008 ● Connie Mok ,Beverley Sparks ,Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure , Routledge, 2009 	

8	<p>Unit9: Green Service Quality</p> <ul style="list-style-type: none"> Challenges Opportunities <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Developing quality processes for a green quality in hospitality business 	<p>Oral exams Tests Practical performance</p>
	<p>References</p> <ul style="list-style-type: none"> Connie Mok ,Beverley Sparks ,Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, Routledge, 2009 Pushpender Sing , Basic of Service Quality Management in Hospitality and tourism, Centrum Press publisher, 2012 Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002 	

<p>References</p>	<ul style="list-style-type: none"> Connie Mok ,Beverley Sparks ,Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, routledge, 2009 Pushpender Sing , Basic of Service Quality Management in Hospitality and tourism, Centrum Press publisher, 2012 Bo Evandsson, Bertel Thamsson & John Obertveit, Quality of Service, McGraw – Hill Book Company Total Quality Management Implementation and Guest Satisfaction in Hospitality Article in Amfiteatru Economic · February 2017 A Feasibility Study of the Total Quality Management in Hospitality Industry with a Case Study in Esfahan Hotels Mehdi Shahbazipour Luleå University of Technology, 2008 Dale H. Besterfield, Total Quality Management, third edition, Pearson College Div, 2002 Graeme Knowles, Quality Management,bookboon.com, 2011 Sid Kemp , Quality Management Demystified, McGraw-Hill Education, 2006
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Course Name		Hospitality Revenue Management				Course Code	GHOT 445
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours							5
Contact Hours (Hour / Week)	Lecture						4
	Practical						2
	Training						2
Course Description:							
<p>This course deals with optimizing financial results in the hospitality industry that must contend with high fixed costs and a perishable inventory. Trainees will learn how to employ Revenue Management to predict demand and optimize inventory and price availability, to generate the maximum of revenue.</p> <p>The course main subjects are definition and history of Revenue Management and Yield Management, demand forecasting, Revenue Management pricing tactics and strategies, Revenue Management system.</p>							
General Objective of the Course:							
<p>The main goal of this course is to arm trainees with the most up-to-date practical skills and theoretical principles necessary to be effective in the hospitality revenue management field.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Understand the Revenue management and its purpose 2. Implement Strategic Pricing 3. Understand the Relationship Between Quality and Price 4. Understand the Revenue Management staff's roles. 5. Deal with demand Forecasting 6. Understand and practice the principles of Inventory and Price Management 7. Perform the calculations and practice the decision-making skills that are used daily by the revenue managers in the industry. 8. Assume the day-to-day duties of a revenue manager. 9. Understand the managerial philosophy and actions required to create a customer- centric revenue optimization plan and culture in their own organization. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to Revenue Management	8
Unit2: Strategic Pricing	8
Unit3: The Role of Value in Pricing	10
Unit4 : Differential Pricing	10
Unit5: The Revenue Manager's Role	10
Unit6: Forecasting Demand	10
Unit7: Inventory and Price Management	12
Unit8: Evaluation of Revenue Management Efforts in Lodging	12
Unit9: Revenue Management for Food and Beverage Services	12
Unit10: Evaluation of Revenue Management Efforts in Food and Beverage Services	12
Total of Hours	104

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
8	Unit1: Introduction to Revenue Management <ul style="list-style-type: none"> • The Purpose of Business • The Purpose of Revenue Management 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> • David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry John Wiley and Sons, 2010 	
8	Unit2: Strategic Pricing <ul style="list-style-type: none"> • The definition of a price • The Importance of Price in the 4 Ps of the Marketing M ix • The Role of Supply and Demand in Pricing • The Role of Costs in Pricing • Implementing Strategic Pricing Practical Exercises and Experiments:	Oral exams Tests Practical performance

	<ul style="list-style-type: none"> Compare and evaluate different pricing schemes. Design a pricing framework. Create and develop a pricing strategy. 	
	<p>Subject References</p> <ul style="list-style-type: none"> Patrick Legoh��rel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 	
10	<p>Unit3: The Role of Value in Pricing</p> <ul style="list-style-type: none"> The Relationship Between Quality and Price The Relationship Between Service and Price The Link Between Quality, Service, and Price The Art and Science of Strategic Pricing <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Study how does price affect the quality of the hospitality service and presenting examples from the industry. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Patrick Legoh��rel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 	
10	<p>Unit4: Differential Pricing</p> <ul style="list-style-type: none"> Principles of Managing Revenue Differential Pricing Limits to Differential Pricing Applying Differential Pricing Revenue Management and Revenue Optimization <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Implement a revenue management and distribution strategy of the hotel using yield management. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Patrick Legoh��rel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 	

10	<p>Unit5: The Revenue Manager’s Role</p> <ul style="list-style-type: none"> • The Revenue Manager in the Hospitality Industry • Legal Aspects of Revenue Management • Ethical Aspects of Revenue Management • The Revenue Manager Position • The Revenue Management Team <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Designing an organization chart and the job description templates for revenue management staff. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 • David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 	
10	<p>Unit6: Forecasting Demand</p> <ul style="list-style-type: none"> • The Importance of Demand Forecasting • Historical Data • Current Data • Future Data • Demand Forecasts and Strategic Pricing <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Provide weekly dynamic forecast of expected results, variances, and budget comparisons. • Analyze overall monthly hotel performance. • provide summary report with recommendations to improve long term strategies 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 • David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 	
12	<p>Unit7: Inventory and Price Management</p> <ul style="list-style-type: none"> • Inventory Management • Characterizing Rooms for Optimum Inventory Management • Designing Unique Room Codes 	<p>Oral exams Tests Practical performance</p>

	<ul style="list-style-type: none"> • Classifying Guests by Market Segment • Overbooking as an Inventory Management Strategy • Price Management • Stay Restrictions • Principles of Inventory and Price Management <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Practice standards to include competitor analysis. • Evaluate performance of distribution partners and contracted rates (tour operator, corporate, , groups, etc...) 	
	<p>Subject References</p>	<ul style="list-style-type: none"> • Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 • David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010
12	<p>Unit8: Evaluation of Revenue Management Efforts in Lodging</p> <ul style="list-style-type: none"> • Competitive Set Analysis • Market Share Analysis • Additional Assessments • Common-Sense Revenue Optimization <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Perform competitive benchmark studies related to hotel lodging. 	<p>Oral exams Tests Practical performance</p>
12	<p>Unit9: Revenue Management for Food and Beverage Services</p> <ul style="list-style-type: none"> • Traditional Foodservice Pricing Methods • The Cost Against Cost-Based Foodservice Pricing • Applying Differential Pricing in Foodservices • Factors Affecting Value Perceptions in Foodservices <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> • Research on Revenue Management in Food & Beverage Service Industry 	<p>Oral exams Tests Practical performance</p>

	<p>Subject References</p>	<ul style="list-style-type: none"> Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher, Goodfellow Pub Limited, 2013 David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010
<p>12</p>	<p>Unit10: Evaluation of Revenue Management Efforts in Food and Beverage Services</p> <ul style="list-style-type: none"> Food and Beverage Revenue Analysis Examination of Revenue Sources Measurement of Revenue Change Evaluation of Revenue-Generating Efficiency The Revenue Evaluation Process in Foodservices <p>Practical Exercises and Experiments:</p> <ul style="list-style-type: none"> Recommend revenue management strategy for the foodservice industry, based on statistical reports. 	<p>Oral exams Tests Practical performance</p>
	<p>Subject References</p>	<ul style="list-style-type: none"> Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher: Goodfellow Pub Limited, 2013 David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry John Wiley and Sons, 2010

<p>References</p>	<ul style="list-style-type: none"> Peter Szende, Hospitality Revenue Management Concepts and Practices, Published November 24, 2020 by Apple Academic Press Patrick Legohérel, Revenue Management for Hospitality and Tourism Author Publisher: Goodfellow Pub Limited, 213. David K. Hayes, Allisha Miller, Revenue Management for the Hospitality Industry John Wiley and Sons, 2010.
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Course Name		Graduation Project			Course Code	GHOT 491	
Prerequisites		Research Methods UMAN392					
Training Semester		1	2	3	4	5	6
Credit Hours							5
Contact Hours (Hour / Week)	Lecture						5
	Practical						0
	Training						1
Course Description:							
The trainees will function what he learned in this program by doing a field study on an issue or a challenge impacts on the hotel or food service operation or business under a supervision of a faculty member. After completing the study, the project will be presented by the student and be discussed.							
General Objective of the Course:							
The main objective of this course is to implement the knowledge and skills of this program in study of discussing, analyzing and solving problem or issue facing management or operation in the hospitality industry.							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Discover an issue or challenges facing the industry and identify it. 2. Analyze the hospitality industry's changes. 3. Conduct a field study. 4. Achieve the knowledge and skills gained through the program on a study for challenges have negative or positive impact on the industry. 5. Write a final project's report and present it with discussing. 							

Units (Theoretical and Practical)	Training Hours
Working with trainees to determine specialized topics assigned to the trainees theoretically	24
Implement the determine specialized topics assigned to the trainees.	44
Final Discussion	10
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> 1. Following the college's safety and procedures in classroom and computer laps. 2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
24	<ul style="list-style-type: none"> Working with trainees to determine specialized topics assigned to the trainees theoretically 	<p>Oral exams</p> <p>Practical performance</p>
44	<ul style="list-style-type: none"> Implement the determine specialized topics assigned to the trainees. Supervising the trainees through the project process. 	<p>Oral exams</p> <p>Practical performance</p>
10	<ul style="list-style-type: none"> Discussing the project 	<p>Oral exams</p> <p>Practical performance</p>
References	<ul style="list-style-type: none"> Refer to the reference that relates to the assigned topic to be accomplished 	

Course Name		Resort Management				Course Code	GHOT 465
Prerequisites		Food and Beverage Management					GHOT 321
Training Semester		1	2	3	4	5	6
Credit Hours					4		
Contact Hours (Hour / Week)	Lecture				4		
	Practical				0		
	Training				2		
Course Description:							
<p>This course will enable the trainees to understand the concept of resort and learn about its type and the important elements for developing and planning resort. The course will cover the basic operation resort, lodging operation, food service operation, amenities and recreation. Also, the student will learn how to manage different types of resort such as beach resort, mountain resort, golf resort, spa resort and learn how to market a resort.</p>							
General Objective of the Course:							
<p>The Purpose of this Course is introduce the trainees to the concept of resort and its types along with understand the process for developing, planning and managing s resort.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Explain the concept of resort and recognize its types. 2. Recognize the development and planning process. 3. Determine the front of the house operations and the heart of the house operation and manage it. 4. Define the mountain resort development and manage its operations. 5. Define the beach resort development and manage its operations. 6. Define the golf resort development and manage its operations. 7. Explain the steps for developing marina in a beach resort. 8. Define the mountain resort development and manage its operations. 9. Design a spa and run its operations. 10. Identify the marketing resort's strategies and determine the appropriate promotional tools for resorts sales. 							

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to resort	6
Unit2: Resort planning and development	8
Unit3: Resort management	10
Unit4: Mountain resort development	10
Unit5: Beach resort development	10
Unit6: Golf resort development	10
Unit7: Development of Spa	10
Unit8: Resort retail	7
Unit9: Resort marketing & sales promotions	7
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
6	Unit1: Introduction to resort: <ul style="list-style-type: none"> Resort definition Historical resort development Resort types and classification Similarities & differentness with the hotel Resort industry trends in K.S.A. 	Oral exams Tests.
	Subject • ChuckYim Gee, World of Resorts: From Development to Management, Third Edition, 2010 References • Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by Wiley, 2011	
8	Unit2: Resort planning and development: <ul style="list-style-type: none"> Resort planning and development. Planning process. 	Oral exams Tests.
	Subject • Chuck Yim Gee, World of Resorts: From Development to Management, Third Edition. Amer Hotel References & Motel Assn. 2010	
10	Unit3: Resort management:	Oral exams Tests.

	<ul style="list-style-type: none"> • Front-of-the-house management: valet parking, concierge, welcoming, front desk • Hart-of-the-house management: food and beverage, housekeeping, laundry, plant, ground. 	
	<p>Subject</p> <ul style="list-style-type: none"> • Chuck Yim Gee, World of Resorts: From Development to Management, Third Edition. Amer Hotel & Motel Assn. 2010 	
10	<p>Unit4: Mountain resort development:</p> <ul style="list-style-type: none"> • The feasibility of the site. • Developing the site. • Determine the size and number of elements in the base area • Visitors profile. • Recreation and activates program. • Managing the operation. 	<p>Oral exams Tests.</p>
	<p>Subject</p> <ul style="list-style-type: none"> • Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York. 2011 	
10	<p>Unit5: Beach resort development:</p> <ul style="list-style-type: none"> • Beach development's considerations. • Selecting the beach site. • Developing marina in beach resort. • Visitors profile • Recreation and activates program • Managing the operations 	<p>Oral exams Tests.</p>
	<p>Subject</p> <ul style="list-style-type: none"> • Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York. 2011 	
10	<p>Unit6: Golf resort development:</p> <ul style="list-style-type: none"> • Development process • Golf course types • Designing principles • Visitors profile • Managing the operation. 	<p>Oral exams Tests.</p>
	<p>Subject</p> <ul style="list-style-type: none"> • Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York. 2011 	
10	<p>Unit7: Development of Spa:</p> <ul style="list-style-type: none"> • The Benefits of spa. 	<p>Oral exams Tests.</p>

	<ul style="list-style-type: none"> Developing the concept Managing the spa. Layout and designing 	
	Subject References	<ul style="list-style-type: none"> Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York. 2011
7	Unit8: Resort retail: <ul style="list-style-type: none"> Resort retail business. Layout and design. Operating the shop store in resort. Customer segments. Profit ratios of retail. 	Oral exams Tests.
	Subject References	<ul style="list-style-type: none"> Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York, 2011
7	Unit9: Resort marketing & sales promotions: <ul style="list-style-type: none"> Resort marketing strategy Resort marketing issues. Destination image formation Promoting resort's tools. 	Oral exams Tests.
	Subject References	<ul style="list-style-type: none"> Chuck Yim Gee, World of Resorts: From Development to Management, Third Edition. Amer Hotel & Motel Assn, 2010

References	<ul style="list-style-type: none"> Chuck Yim Gee, World of Resorts: From Development to Management, Third Edition. Amer Hotel & Motel Assn, 2010 Robert Christie Mill, Resorts: Management and Operation, 3rd Edition, published by John Wiley & Sons. Inc. New York, 2011
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Course Name		Cruise Operations			Course Code	GHOT 467	
Prerequisites		Food and Beverage Management GHOT 321					
Training Semester		1	2	3	4	5	6
Credit Hours					4		
Contact Hours (Hour / Week)	Lecture				4		
	Practical				0		
	Training				2		
Course Description:							
<p>This course deals with an overview of the history of the cruise industry, its types, methods of management, operational processes, health and safety, planning the Itinerary and selling the cruise products. Also, this course will discuss the impacts of cruise, the cruise sustainability, working on board, trends and issues facing cruise operation and cruise industry.</p>							
General Objective of the Course:							
<p>The main objective of this course is to provide the trainee with how to manage food and beverage operations with all its details in hospitality organizations.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Explain understand the cruise industry and its history. 2. Identify the elements for cruise sustainability. 3. Describe the selling's channels for cruise trips and services. 4. Explain the maritime issues and legislations. 5. Plan the cruise's Itinerary. 6. Explain the role and responsibilities for working onboard. 7. Manage food and beverage operation onboard. 8. Determine the safety and security procedures conducting onboard. 9. Explain the impacts or cruise. 							

Units (Theoretical and Practical)	Training Hours
Unit 1: Introduction to cruise operations	8
Unit 2: Sustainable tourism and cruise	8
Unit 3: Selling cruise Itinerary and products	10
Unit 4: Maritime regulation and issues	8
Unit 5: Planning the cruise Itinerary	10
Unit 6: Working onboard	10
Unit 7: Managing food and drink operations onboard	8
Unit 8: Health and safety on cruise	8
Unit 9: Impact of cruise tourism	8
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
8	<p>Unit1: Introduction to cruise operations</p> <ul style="list-style-type: none"> ● Cruising elements ● History development for Cruising ● The Image & Brands of Cruising ● Cruise tourism segmentation ● The Cruise Market ● The Economics of Cruising 	<p>Oral exams Tests and editorial work.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> ● Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019 ● world Tourism Organization "Sustainable Cruise Tourism", , 2016 	
8	<p>Unit2: Sustainable tourism and cruise</p> <ul style="list-style-type: none"> ● Sustainable tourism consideration for cruise ● Destination policymaker and manager ● Cruise terminal and port facilities ● Excursions and responsible travel 	<p>Oral exams Tests</p>

	Subject References	<ul style="list-style-type: none"> world Tourism Organization "Sustainable Cruise Tourism", , 2016
10	Unit3: Selling cruise Itinerary and products <ul style="list-style-type: none"> Cruise Operators and Travel Agent Marketing Actions and Alliance The Cruise Products. Recreations program on cruise Retail on cruise Brand Values and Vessel Classification 	<p>Oral exams</p> <p>Tests and editorial work.</p>
	Subject References	<ul style="list-style-type: none"> Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019
8	Unit4: Maritime regulation and issues: <ul style="list-style-type: none"> Introduction to Shipping Industry The governmental commercial maritime regulation Sanitation and Cleanliness 	<p>Oral exams</p> <p>Tests and editorial work.</p>
	Subject References	<ul style="list-style-type: none"> Bureau Experts At The Council of Ministries https://laws.boe.gov.sa/BoeLaws/Laws/LawDetails/43344715-1e0d-4e7f-9895-aa3d00f670e6/1 Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019
10	Unit5: Planning the cruise Itinerary <ul style="list-style-type: none"> Cruise destinations Analysis and Evaluation Logistics, Positioning and Planning 	<p>Oral exams</p> <p>Tests and editorial work.</p>
	Subject References	<ul style="list-style-type: none"> Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019
10	Unit6: Working onboard <ul style="list-style-type: none"> The Roles and Responsibilities on a Cruise Ship The Management of Hotel Services The Shipboard Culture: Managing a Multicultural Crew Working Onboard: Practical Considerations Challenges for Leaders 	<p>Oral exams</p> <p>Tests and editorial work.</p>
	Subject References	<ul style="list-style-type: none"> Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019

8	<p>Unit7: Managing food and drink operations onboard</p> <ul style="list-style-type: none"> • The Provision of Food and Drink On cruise • Supplies and Services • Food Production and Service Delivery Systems. • Organizing People, Products, Processes, Premises and Plant • Guest Demands and Operational Capabilities • Control Actions for Food and Drink Operations 	<p>Oral exams Tests and editorial work.</p>
	<p>Subject</p> <p>References</p>	<ul style="list-style-type: none"> • Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019
8	<p>Unit8: Health and safety on cruise:</p> <ul style="list-style-type: none"> • Travelling safely • Centers for Disease Control and Vessel Sanitation Program • Vessel Sanitation Program Inspection • Safety at Sea 	<p>Oral exams Tests and editorial work.</p>
	<p>Subject</p> <p>References</p>	<ul style="list-style-type: none"> • Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019
8	<p>Unit9: Impacts of cruise tourism:</p> <ul style="list-style-type: none"> • Environmental impact • Social impact • Economic impacts 	<p>Oral exams Tests and editorial work.</p>
	<p>Subject</p> <p>References</p>	<ul style="list-style-type: none"> • world Tourism Organization "Sustainable Cruise Tourism", , 2016

<p>References</p>	<ul style="list-style-type: none"> • Philip Gibson, Richard Parkman, Cruise Operations Management Hospitality Perspectives, Routledge publishing 2019 • World Tourism Organization "Sustainable Cruise Tourism", , 2016
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Course Name		Hospitality Regulations and Laws			Course Code		GHOT 481
Prerequisites							
Training Semester		1	2	3	4	5	6
Credit Hours							4
Contact Hours (Hour / Week)	Lecture						4
	Practical						0
	Training						2
Course Description:							
<p>This course will introduce the trainees to the regulations and the legislations of accommodations and food service facilities applied in Saudi Arabia by the relevant authorities. Also, the course will cover the introduction to the trade law in Saudi Arabia focusing on it terminologies' definitions, its framework and types of companies, and discuss the management contract in hospitality field through the law and the hospitality industry perspective.</p>							
General Objective of the Course:							
<p>The Purpose of this Course is to introduce the trainees to the updated governmental regulations and legislations addressed to the hospitality industry in Saudi Arabia.</p>							
Detailed Objectives: Trainee Will be Able to:							
<ol style="list-style-type: none"> 1. Explain the concept of the trade law and its framework. 2. Understand the tourism regulations. 3. Understand the tourist accommodation regulations. 4. Identify the different types of tourist accommodation. 5. Recognize the governmental regulations according to the healthy requirements for all foodservice sector. 6. Understand the Timeshare regulations for tourist real estate. 7. Understand the executive regulations for timeshare. 8. Describe the important elements for hotel management contract. 9. Understand the governmental franchising regulations, and recognize the important elements in franchising contract. 10. Explain the important subject in the Saudi labor law. 							

Units (Theoretical and Practical)	Training Hours
Unit1: introduction to Trade law in K.S.A	8
Unit2: Tourism Law	8
Unit3: Tourist accommodation regulations	8
Unit4: The classification standards for tourist accommodations.	10
Unit5: The governmental regulations for the healthy requirements for restaurants, kitchen, and all like.	8
Unit6: Timeshare law for tourist real estate	8
Unit7: Hotel management contract	10
Unit8: Franchising	10
Unit9: Topics in Saudi labor law	8
Total of Hours	78

Safety Procedures and Requirements

1. Following the college's safety and procedures in classroom and computer labs.
2. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)

Hours	Contents	Assessment Methods
8	Unit1: introduction to Trade law in K.S.A <ul style="list-style-type: none"> • The concept of trade law and definitions. • The trade law framework • The difference between business conducts and civilian conducts. • The types of companies. 	Oral exams Tests.
	Subject References <ul style="list-style-type: none"> • Naif Alshreif and Ziad Algorshi, The Trade Law, Hfez Publishing, 2007 	
8	Unit2: Tourism Law <ul style="list-style-type: none"> • Definition of the law terminology • The classification of tourist activates and professions. 	Oral exams Tests.

	<ul style="list-style-type: none"> The control over the tourist accommodation facilities and places for tourist activities. The punishments. General Provisions. 	
	<p>Subject References</p> <ul style="list-style-type: none"> Bureau Experts At The Council of Ministries https://laws.boe.gov.sa/BoeLaws/Laws/LawDetails/f73e3864-2e29-4bd3-98f9-a9a700f27748/1 	
8	<p>Unit3: Tourist accommodation regulations</p> <ul style="list-style-type: none"> Definition of the regulation terminologies. The license conditions and procedures. The classification of tourist accommodations. Controlling, inspecting and complaints investigation General Provisions. 	<p>Oral exams Tests.</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Ministry of Tourism https://mt.gov.sa/TourismInvestment/TourismLicensing/Documents/2021/TouristAtccommodationRegulations.pdf 	
10	<p>Unit4: The classification standards for tourist accommodations.</p> <ul style="list-style-type: none"> Hotels standards. Served apartments. Motel standards. Camps standards. Cabins hotels standards. Vacation houses standards. 	<p>Oral exams Tests and editorial work</p>
	<p>Subject References</p> <ul style="list-style-type: none"> Ministry of Tourism https://mt.gov.sa/TourismInvestment/TourismLicensing/Documents/2021/TouristAtccommodationRegulationsAppendix.pdf 	
8	<p>Unit5: The governmental regulations for the healthy requirements for restaurants, kitchen, and all like.</p> <ul style="list-style-type: none"> Applies field. General requirements. Special requirements for the operations procedures. Staff requirements Supervising for regulations implementation 	<p>Oral exams Tests and editorial work</p>

	Subject References	<ul style="list-style-type: none"> Ministry of Municipal & Rural Affairs 	
8	Unit6: Timeshare law for tourist real estate. <ul style="list-style-type: none"> The definition of the law terminologies. License for establishing the business. The seller commitments. Timeshare contract. The buyer rights and commitments. Cancelation Violations investigation and adjudication. The punishments. 		Oral exams Tests.
	Subject References	<ul style="list-style-type: none"> Bureau Experts At The Council of Ministries https://laws.boe.gov.sa/BoeLaws/Laws/LawDetails/3ab82e3c-de46-4463-a939-a9a700f1b2af/1 	
10	Unit7: Hotel management contract: <ul style="list-style-type: none"> Hotel management contract terms and fees. Examples of hotel management contracts 		Oral exams Tests.
	Subject References	<ul style="list-style-type: none"> Jan Deroos and James Eyster, The Negotiation and Administration of Hotel Management Contracts, 4th edition, Pearson Custom Publishing, 2009 	
10	Unit8: Franchising: <ul style="list-style-type: none"> Franchising regulations. Types of franchising. advantage and disadvantage Franchising contract terms and fees. Examples of franchising agreements. Brand name regulations. 		Oral exams Tests.
	Subject References	<ul style="list-style-type: none"> Bureau Experts At The Council of Ministries https://www.boe.gov.sa/ar/Pages/default.aspx Mohammed A. Khan, Restaurant Franchising, 3thd edition, apple Academic Press, 2014 	
8	Unit9: Topics in Saudi labor law: <ul style="list-style-type: none"> Recruitment. Employees and employer rights and duties 		Oral exams Tests.

	<ul style="list-style-type: none"> ● Working hour ● Vacations ● Work contract ● Wages ● End of service award ● Work injury ● Punishment 	
	<p>Subject</p> <p>References</p>	<ul style="list-style-type: none"> ● Ministry of Human Resources and Social Development

<p>References</p>	<ul style="list-style-type: none"> ● Naif Alshreif and Zyad Algorshi, The Trade Law, Hfez Publishing, 2007 ● Bureau Experts At The Council of Ministries https://www.boe.gov.sa/ar/Pages/default.aspx ● Ministry of Tourism https://mt.gov.sa/Pages/default.aspx ● Ministry of Municipal & Rural Affairs ● Jan Deroos and James Eyster, The Negotiaton and Administration of Hotel Management Contracts, 4th edition, Pearson Custom Publishing, 2009 ● Mohammed A. Khan, Restaurant Franchising, 3thd edition, apple Academic Press, 2014
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Course Name		Risk Management in Hospitality			Course Code		GHOT 432		
Prerequisites		Hospitality Facilities Management GHOT 331							
Training Semester		1	2	3	4	5	6		
Credit Hours							4		
Contact Hours (Hour / Week)	Lecture						4		
	Practical						0		
	Training						2		
Course Description:									
<p>Risk management is an invaluable tool for the trainees of hospitality industry as it provides them the means by which risk can be identified and treated, preventing or minimizing the effects of crises and disasters upon this vital industry. This course was set to advance the decision-making capability of Hospitality Management trainees in handling the different kinds of risk concerning their industry. Risk management is an invaluable tool for the trainees of hospitality industry as it provides them the means by which risk can be identified and treated, preventing or minimizing the effects of crises and disasters upon this vital industry. This course was set to advance the decision-making capability of Hospitality Management trainees in handling the different kinds of risk concerning their industry</p>									
General Objective of the Course:									
Familiarize trainees with emergency preparedness plans, legal and managerial strategies and operational procedures to minimize safety and security risks faced by the hospitality industry.									
Detailed Objectives: Trainee Will be Able to:									
<ol style="list-style-type: none"> 1. Define the risk management and its impact on the organization. 2. explain the Principles of risk management and why it is important. 3. Recognize the risk activates. 4. Implement the risk management 5. Understand the critical risk factors for hospitality. 6. Analyse the functions and roles of hospitality managers their responsibility to plan, organize, lead and control. 7. Evaluate the significance of the control process, its purpose and the various levels of control required by an organization. 8. Manage health and safety risks. 9. Describe Loss Prevention and security Strategies. 10. Manage emergencies, crisis and disasters. 									

Units (Theoretical and Practical)	Training Hours
Unit1: Introduction to risk management	8
Unit2: Principles and aims of risk management	10
Unit3: The Role of Risk Management in hospitality industry	12
Unit4: The Risk Management Process, Tools, and Techniques	12
Unit5: Health and Safety	12
Unit6: Loss Prevention and Security	12
Unit7: Emergency Management	12
Total of Hours	78

Safety Procedures and Requirements
<ol style="list-style-type: none"> Following the college's safety and procedures in classroom and computer labs. Applying the governmental crisis protocol.

Detailed Contents (Theoretical & Practical)		
Hours	Contents	Assessment Methods
8	Unit1: Introduction to risk management <ul style="list-style-type: none"> Definitions and Types of risks Risk description Inherent level of risk Risk classification systems Impact of risk on organizations 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> Paul Hopkin, Fundamentals of Risk Management, Understanding, evaluating and implementing effective risk management, 2018 	
10	Unit2: Principles and aims of risk management. <ul style="list-style-type: none"> Principles of risk management Importance of risk management Risk management activities - Efficient, effective and efficacious Perspectives of risk management Implementing risk management 	Oral exams Tests
	Subject References <ul style="list-style-type: none"> Paul Hopkin, Fundamentals of Risk Management, Understanding, evaluating and implementing effective risk management, 2018 	
12	Unit3: The Role of Risk Management in hospitality industry	Oral exams

	<ul style="list-style-type: none"> • The Role of Risk Management • Critical Risk Factors for hospitality • Operational risk • Project risk • Strategic risk • Security risk 	Tests
	<p>Subject References</p> <ul style="list-style-type: none"> • Julia Rutherford Silvers, Risk Management for Meetings and Events, Routledge, 2013 • COMCEC Coordination Office, Risk & Crisis Management in Tourism Sector Recovery From Crisis in the OIC Member Countries, 2017 	
12	<p>Unit4: The Risk Management Process, Tools, and Techniques</p> <ul style="list-style-type: none"> • Risk Management Process • Risk Management Tools, and Techniques 	<p>Oral exams</p> <p>Tests</p> <p>Practical performance</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Julia Rutherford Silvers, Risk Management for Meetings and Events, Routledge, 2013 • COMCEC Coordination Office, Risk & Crisis Management in Tourism Sector Recovery From Crisis in the OIC Member Countries, 2017 	
12	<p>Unit5: Health and Safety</p> <ul style="list-style-type: none"> • Fire safety and occupancy issues • Structural Integrity. • Safety and Inspections • Chemical Hazards, Infectious Materials, and Pollution. • Occupational Safety • Precautions and Protective Equipment. 	<p>Oral exams</p> <p>Tests</p>
	<p>Subject References</p> <ul style="list-style-type: none"> • Julia Rutherford Silvers, Risk Management for Meetings and Events, Routledge, 2013 • COMCEC Coordination Office, Risk & Crisis Management in Tourism Sector Recovery From Crisis in the OIC Member Countries, 2017 	
12	<p>Unit6: Loss Prevention and Security</p> <ul style="list-style-type: none"> • Loss Prevention Strategies • Safety Precautions and Protocols • Emergency and Contingency Plans • Security Management and functions • Incident Response and Reporting Procedures 	<p>Oral exams</p> <p>Tests</p>

	Subject References	<ul style="list-style-type: none"> • Julia Rutherford Silvers, Risk Management for Meetings and Events, Routledge, 2013 • COMCEC Coordination Office, Risk & Crisis Management in Tourism Sector Recovery From Crisis in the OIC Member Countries, 2017
12	<p>Unit7: Emergency Management</p> <ul style="list-style-type: none"> • Preparation and Prevention. • Detection and Classification. • Emergency Response Services and Equipment. • Evacuations plan • Medical Emergencies • Incident Procedures • Crisis and Disaster Management • Crowd Control and management • Media Plan and Spokespersons. • Shutdown Procedures. • Natural, Man-made, and Technological Disasters. • Threat Assessment. • Mutual Aid Agreements in crisis. 	<p>Oral exams Tests</p>
	Subject References	<ul style="list-style-type: none"> • Ahmad Rasmi Albattatt, Disaster planning and preparedness in the hotel industry, Management and Science University, University Sultan Zainal Abidin, Malaysia, 2019

References	<ul style="list-style-type: none"> • Paul Hopkin, Fundamentals of Risk Management, Understanding, evaluating and implementing effective risk management, 2018 • Julia Rutherford Silvers, Risk Management for Meetings and Events, Routledge, 2010 • Ahmad Rasmi Albattatt, Disaster planning and preparedness in the hotel industry, Management and Science University, University Sultan Zainal Abidin, Malaysia, 2019 • COMCEC Coordination Office, Risk & Crisis Management in Tourism Sector Recovery From Crisis in the OIC Member Countries, 2017
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Appendices and References

Appendix Laboratory Equipment, Workshops and Laboratories

Statement of Laboratories and Workshops

No.	Laboratory name / workshop	Capacity of Trainees	Number of trainers & qualifications	Training courses benefiting from the laboratory / workshop / lab
1.	Dining lab	25	1 trainer/ Master or PhD in hospitality	Food and beverage management Catering Management
2.	Computer lab	15	1 trainer/ Bachelor in hospitality	Digital Marketing in Hospitality
3.	Cases Discussing and analyzing workshop	25	2 trainers / Master or PhD in Hospitality	Strategic Management in Hospitality Quality Management in Hospitality Service Operation Management
4.	Class Room	30	6 Trainers / Master or PhD in Hospitality	Food and beverage management Hospitality Facilities Management Catering Management Hospitality Financial Management Food and Beverage cost control Hospitality Revenue Management Hospitality Regulation and legislation Risk Management in Hospitality Resort Management Cruise Operation Sustainable Tourism
5.	Opera system	15	1 trainer/ Bachelor in hospitality	Computer in hotel-1

List of Detailed Equipment for Each Workshop, Lab

Dining Workshop		
No.	Product's Name	Quantity
1.	Host Podium	1
2.	Restaurant square tables	7
3.	Restaurant Circle tables	3
4.	Buffet tables	3
5.	Restaurant chair	42
6.	Sideboard for storage	1
7.	Services and display trolley	1
8.	Flambage trolley	1
9.	Electric plate warmer car	1
10.	Plate trolley	1
11.	White linen for restaurant tables	10
12.	Blue linen for restaurant tables	10
13.	White linen napkin	42
14.	Linen for buffet tables	3
15.	Tables silverware set	42
16.	Serving silverware	2
17.	Buffet service silverware	5
18.	Water glassware	42
19.	Juice glassware	42
20.	Glass pitchers	1
21.	Main course plate/ china ware	42
22.	Salad plate/ china ware	42
23.	Bread plate/ china ware	42
24.	Food Serving china ware	2
25.	Soup china ware	2
26.	Coffee china ware	5
27.	Coffee silverspoon	5
28.	Service tray	1
29.	Buffet stove	5

Computer Lab		
No.	Product's Name	Quantity
1.	Computers	16
2.	Interactive Whiteboard	1
3.	Computer desk and chair	15
4.	Trainer desk and chair	1

Cases discussing Workshop		
No.	Product's Name	Quantity
1.	Circle Tables	10
2.	Chairs	30
3.	Trainer Desk and chair	1
4.	Computer	1
5.	Interactive Whiteboard	1

Opera system lab		
No.	Product's Name	Quantity
1.	Opera System (PMS)	1
2.	computer	16
3.	Computer Desk	15
4.	Trainer Desk and chair	1
5.	Interactive Whiteboard	1

Class Room		
No.	Product's Name	Quantity
1.	Trainee Chairs	30
2.	computer	1
3.	Trainer Desk and chair	1
4.	Interactive Whiteboard	1

References

References	1.	Bernard Davis, Andrew Lockwood, Peter Alcott and Iohannis S. Pantelidis ,Food and Beverage Management, Sixth edition, Routledge publishing, 2018
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