جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Overview

The Department of Hotel Management began accepting students into the bachelor's program in the academic year 2011-2012 with the aim of supporting hotels and hospitality establishments locally and regionally with the increasing demand for hospitality services and the urgent need for qualified human resources in various fields and in an attempt to enhance the image of Jordan as a tourist destination. The study plan is distinguished by its focus on foreign languages, theoretical courses, and practical skills that the student needs to ensure a competitive level of services provided to local and international guests.

Vision and Mission

Vision	Best education in the field of hospitality management within a moral and creative environment to compete locally and regionally
Mission	Contribute to the development of hospitality sector, both locally and regionally and to qualify a distinct staff in the administrative work in the hospitality organization, efficiently and effectively, through excellence in teaching, scientific research and community service within an educational programs related to comprehensive development

Program Objective

To provide students with the necessary knowledge and skills in the hospitality sector through:

1	Providing students with the basic scientific concepts and best practices of management process in the field of hotel management and how to apply those foundations at highest levels of efficiency
2	Providing students with ethical and professional values in all fields of international hospitality.
3	Developing personal skills and careers for graduates and in line with industry requirements.
4	Keeping up with the latest and contemporary developments in the labor market that existed in educational programs.
5	Promoting active partnership with various hospitality establishments in the Kingdom and abroad.

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Program Learning Outcomes PLOs Operational Skills	
PLO1	Skilled in food and beverage service
PLO2	Skilled in basic food preparation
PLO3	Skilled in hotel housekeeping Practices
PLO4	Skilled in computer application for Business
PLO5	Skilled in selling and sales Techniques
PLO6	Skilled in essential business communication (Writing ,Lessening, Communication)
PLO7	Skilled in basic front office practices

Program Learning Outcomes PLOs Operational Knowledge	
PLO1	Knowledge of hospitality law
PLO2	Knowledge of strategic planning
PLO3	Knowledge of research skills
PLO4	Knowledge of marketing and sales
PLO5	Knowledge of basic event management principles
PLO6	Knowledge of forecasting and budgeting
PLO7	Ability to write and speak English language.
PLO8	Awareness of ethics and ethical practices
PLO9	Knowledge of hotel operation Controls
PLO10	Knowledge of food safety practices
PLO11	Knowledge of tourism sustainable development

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Program Learning Outcomes PLOs Personal Attributes	
PLO1	Demonstrates leadership Abilities
PLO2	Demonstrates self-motivation Abilities
PLO3	Creates positive employee Relationships
PLO4	Demonstrates ability to work in a team
PLO5	Solves guest/customer Problems
PLO6	Demonstrates strong time management
PLO7	Effective communication Skills
PLO8	Demonstrates professional Appearance
PLO9	Demonstrates respect for Superiors
PLO10	Demonstrates pride for the Profession
PLO11	Ability to work in multi Task environment
PLO12	Demonstrates tolerance to cultural diversity

Credit hours to obtain a degree in B.A. in a specialization of Hotel Management			
	Credit Hours		
	Compulsory	Elective	Total
University Requirements	15	12	**27**
Faculty Requirements	21	-	**21**
Department Requirements	75	9	**84**
Total	**111**	**21**	**132**

Document Code	Study Plan	Document Approval Date
AP02-PR04		

First: University Compulsory Courses (15) Credit Hours						
Course Code	**Course No.**	**Course Name**	**Number of Credit Hours**			**Teaching Method**
			Theoretical	**Practical**	**Total**	
HUM	146	Leadership, Creativity, and innovation skills	3	0	3	
HUM	120	Communication and interaction skills (English language)	3	0	3	
HUM	121	Communication and interaction skills (Arabic language)	3	0	3	
HUM	124	National Education	3	0	3	
MILT	100A	Military science	3	0	3	
EL	099	English language skills (Remedial)	3		Remedial	
AL	099	Arabic language skills (Remedial)	3		Remedial	
COMP	099	Computer skills (Remedial)	3		Remedial	
SA	100	Ethics and volunteer work	0	0	0	

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Second: University Elective Courses (12) Credit Hours chosen by the student from one of the following language packages:

French language course package

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
LCF	101	French language skills 1	3	0	3	-	Face to face
LCF	102	French language skills 2	3	0	3	LCF101	Face to face
LCF	103	French language skills 3	3	0	3	LCF102	Face to face
LCF	104	French language skills 4	3	0	3	LCF103	Face to face

German language course package

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
LCG	101	German language skills 1	3	0	3	-	Face to face
LCG	102	German language skills 2	3	0	3	LCG 101	Face to face
LCG	103	German language skills 3	3	0	3	LCG 102	Face to face
LCG	104	German language skills 4	3	0	3	LCG 103	Face to face

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Spanish language course package

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
LCS	101	Spanish language skills 1	3	0	3	-	Face to face
LCS	102	Spanish language skills 2	3	0	3	LCS 101	Face to face
LCS	103	Spanish language skills 3	3	0	3	LCS 102	Face to face
LCS	104	Spanish language skills 4	3	0	3	LCS 103	Face to face

Chinese language course package

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
LCC	101	Chinese language skills 1	3	0	3	-	Face to face
LCC	102	Chinese language skills 2	3	0	3	LCC 101	Face to face
LCC	103	Chinese language skills 3	3	0	3	LCC 102	Face to face
LCC	104	Chinese language skills 4	3	0	3	LCC 103	Face to face

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Third: Faculty Compulsory Courses (21) Credit Hours

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
Tour	111	Principle of Tourism Management	3	0	3	-	Blended
Tour	140A	Tourism and antiquities in Jordan	3	0	3	-	Blended
Tour	212	Tourism Guiding	3	0	3	-	Blended
Hotl	111A	Principle of Management in Hospitality Industry	3	0	3	-	Blended
Hotl	131	Financial skills in hospitality and tourism industry	3	0	3	-	Blended
Hotl	161	Event and Conference management	3	0	3	-	Blended
Sci	108	Computer Skills	3	0	3	-	Online

Fourth: Department Elective Courses(9) Credit Hours to be selected from the following subjects:

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
Hotl	244	Sales and customer services skills in hospitality Industry	3	0	3	-	Blended
Hotl	242	Tourism and Hotel Correspondence	3	0	3	-	Blended
Hotl	234	Restaurant Management	3	0	3	Hotl 111A	Blended
Hotl	433	Strategic Management in Hospitality Industry	3	0	3	-	Blended
Hotl	434	Managing Small and Medium Enterprises in Hospitality	3	0	3	-	Blended
Hotl	465	Selected Topics in Hospitality	3	0	3	-	Blended

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Tour	335	Tourism information systems	0	6	3	-	Blended
Tour	233A	Foreign language for tourism and travel I	3	0	3	-	Blended
Tour	346	Tourism legislation and ethics	3	0	3	-	Blended

Fifth: Department Compulsory Courses (75) Credit Hours							
Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite	Teaching Method
			Theoretical	Practical	Total		
Hotl	141	Special Foreign Language I	3	0	3		Face to face
Hotl	116	Room Division Management	3	0	3	Hotl111A	Blended
Hotl	245	Etiquette and protocol in hospitality industry	3		3		Face to face
Hotl	243	Special Foreign Language II	3	0	3		Face to face
Hotl	222	Food Sanitation and Safety	3	0	3		Online
Hotl	322	Food Production(I) *	0	12	6	Hotl116 Hotl 222	Face to face
Hotl	323	Food Production (II)	0	12	6	Hotl116 Hotl 222	Face to face
Hotl	324	Food and Beverage Services*	0	12	6	Hotl116 Hotl 222	Face to face
Hotl	312	Room Division Management Applications**	0	12	6	Hotl322 Hotl 141	Face to face
Hotl	351	Internship in Hospitality Management (I)**	0	12	6	Hotl 323 Hotl 241	Face to face
Hotl	352	Internship in Hospitality Management (II)**	0	12	6	Hotl324 Hotl 241	Face to face
Tour	231	Research methods for Tourism	3	0	3	Tour 111	Online

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Document Code	**Study Plan**	**Document Approval Date**
AP02-PR04		

		and hospitality				Hotl 111A	
Hotl	241	International hospitality information system	0	6	3	Hotl 116	Face to face
Tour	322	Marketing for tourism and hospitality	3	0	3		Blended
Hotl	411	Material and Cost Control Management in hospitality	3	0	3	Hotl131	Blended
Hotl	431	HRM in Tourism and Hospitality Industry	3	0	3		Online
Hotl	412	Financial Decision Making in Tourism And Hospitality Industry	3	0	3	Hotl131	Blended
Hotl	432	Quality Management in Tourism and Hospitality	3	0	3		Blended
Hotl	449	Graduation project***	3	0	3		Blended
		Total	36	39/78	75		

*After the student successfully completes at least (93) credit hours.
**After the student successfully completes at least (111) credit hours.
***After the student successfully completes at least (111) credit hours.

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Course Descriptions
Bachelor's Program in Hotel Management

Principles of Management in the Hospitality Industry

Code: Hotl 111A	**Credits:** 3 hours

Course Objective

This course aims to introduce students to the elements and fundamentals of the hospitality industry. It covers management principles and their applications, focusing on modern management functions and tools in the hospitality industry.

Learning Outcomes

- Demonstrate the ability to diagnose, think, and express managerial interactions as a manager in a hotel work environment.
- Link basic management principles with administrative methods used in hospitality.
- Apply strategic and tactical planning in the hospitality industry.
- Understand decision-making methods in industry scenarios.
- Implement, evaluate, and review strategic and tactical plans.
- Understand leadership principles in planning, organizing, and directing productivity in hospitality and tourism organizations.
- Recognize the future of the industry, its interactions with other industries, complexities, and the essential services provided to customers.
- Identify career opportunities in various hospitality institutions, especially restaurants and hotels, and the challenges facing the industry's development.

Room Division Management

Code: Hotl 116	**Credits:** 3 hours

Course Objective

This course is divided into two main parts: an overview of the front office department, including the guest cycle, job descriptions, and tasks of front office staff, and their relationship with other departments. It also covers housekeeping, its organization, procedures, tasks, and its relationship with other departments.

Learning Outcomes

- Understand the relationship between room division management and other hotel departments.
- Describe the organizational structure of room division departments.
- Analyze the operational activities and tasks of room division departments.
- Recognize key reports issued by the room division department.

جامعة اليرموك		
Yarmouk University		
اسم الكلية		
Faculty		

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Financial Skills in Hospitality and Tourism industry	
Code: Hotl 131	**Credits:** 3 hours
Course Objective	

This course introduces financial information sources in hospitality and tourism establishments derived from accounting concepts, enabling students to handle accounting information systems specific to hospitality. It includes reading and analyzing financial statements according to financial management principles to serve hospitality establishments.

Learning Outcomes

- Understand managerial accounting in the hospitality sector and its differences from managerial accounting in other industries.
- Analyze the role of financial planning in hospitality institutions.
- Create financial plans for hospitality institutions.
- Apply financial planning skills to solve complex problems in the hospitality industry.
- Evaluate the importance of revenue management in the hospitality industry.

Special Foreign Language I	
Code: Hotl 141	**Credits:** 3 hours
Course Objective	

This course aims to develop basic English language skills in reading, writing, speaking, and listening for students in food and beverage operations. It includes practical applications through video clips of short conversations and encourages students to engage in language activities and short conversations related to food and beverage operations.

Learning Outcomes

- Understand the concept of customer service.
- Recognize the organizational structure of a restaurant and the job description for each position.
- Implement language skills for booking reservations and recording them.
- Apply language skills for welcoming guests and the reception process.
- Use language skills for taking orders and presenting them.
- Handle guest complaints in the restaurant using language skills.
- Conduct financial transactions in the restaurant using language skills.
- Bid farewell to guests using language skills.

Event and Conference management

Code: Hotl 161   **Credits:** 3 hours

Course Objective

This course provides students with key aspects of event management, including its development, importance, and types. It covers effective conference and event organization, including planning, organizing, executing, marketing, financing, human resource management, follow-up, and evaluation. It also addresses the role of various departments in coordinating efforts in conference and event management.

Learning Outcomes

- Comprehensive knowledge in planning, designing, and managing events and conferences, including resource, budget, and time management.
- Evaluate the constraints and regulations governing international events/conferences.
- Understand social, cultural, and political issues affecting multicultural event design.
- Analyze the role of promotion, advertising, and public relations in event management.
- Apply analytical and creative skills to analyze and serve international events.
- Work effectively according to international standards in event and conference planning and management.

Food Sanitation and Safety

Code: Hotl 222   **Credits:** 3 hours

Course Objective

This course introduces students to the concept of healthy food and diseases resulting from food and beverage spoilage. It includes methods of preserving, storing, and preventive measures to ensure the safety of both workers and customers in the hospitality sector. The course emphasizes the necessity of implementing the HACCP program in all aspects of the institution.

Learning Outcomes

- Identify microorganisms related to foodborne diseases.
- Describe symptoms of diseases, their transmission to food, and prevention methods.
- Explain personal hygiene and healthy habits.
- Describe safe food preparation according to time and temperature principles.

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Document Code	Study Plan	Document Approval Date
AP02-PR04		

- Recognize signs of food spoilage.
- Proper use of cleaners and sanitizers.
- Proper disposal of food waste and garbage.

Restaurant Management

Code: Hotl 234	**Credits:** 3 hours

Course Objective

This course introduces students to the nature, types, and importance of restaurants within the hospitality industry. It provides an overview of the requirements for successful restaurant operation and management, including steps to establish a new restaurant. It covers planning, organizing, staffing, leading, coordinating activities, budgeting, performance monitoring, competitiveness, and administrative operations related to food and beverage management.

Learning Outcomes

- Identify types of restaurant sectors.
- Describe recruitment and team building.
- Determine departments, duties, and responsibilities in food service in hotel kitchens and restaurants.
- Evaluate types of commercial food operations and understand the steps involved in the administrative process.
- Analyze menu engineering and pricing strategies for profitability.
- Identify and explain the essential principles and skills of a successful kitchen manager.

International hospitality information system

Code: Hotl 241	**Credits:** 3 hours

Course Objective

This course aims to introduce and equip students with skills to handle Property Management Systems (PMS) for room division management, including front office operations such as reservations, check-ins, check-outs, and related accounting activities, as well as housekeeping operations like room status tracking, maintenance requests, and closures.

Learning Outcomes

- Understand the operating systems used in hotels and their importance.
- Apply reservation processes and related procedures on electronic operating systems.

Document Code	Study Plan	Document Approval Date
AP02-PR04		

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

- Implement check-in and check-out procedures on electronic operating systems.
- Understand daily and weekly room division reports.
- Apply room-related operations and track their status, including maintenance requests and closures.

Tourism and Hotel Correspondence

Code: Hotl 242	**Credits:** 3 hours

Course Objective

This course aims to provide students with the knowledge and skills to understand and apply modern communication techniques and integrate smart technologies in tourism and hospitality correspondence. It includes activating AI systems to improve the efficiency of various types of correspondence.

Learning Outcomes

- Understand the structure of electronic messages, their types, and how to create and format them.
- Write professional and attractive electronic messages, including welcome messages, reservation confirmations, and special offers using AI tools.
- Create effective email marketing campaigns targeting different customer segments.
- Analyze patterns and purposes of incoming electronic messages.
- Understand automation tools and electronic archiving processes.
- Recognize the importance of data security and protecting customers' personal information.

Special Foreign Language II

Code: Hotl 243	**Credits:** 3 hours

Course Objective

This course aims to develop basic English language skills in reading, writing, speaking, and listening for students in room division operations. It includes practical applications through video clips of short conversations and encourages students to engage in language activities and short conversations related to room division operations.

Learning Outcomes

- Understand the concept of customer service.
- Recognize the organizational structure of the room division and the job description for each position.
- Implement language skills for booking reservations in the hotel.

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Document Code	Study Plan	Document Approval Date
AP02-PR04		

- Apply language skills for welcoming guests and the reception process.
- Use language skills for check-in procedures.
- Handle various guest requests using language skills.
- Manage guest complaints using language skills.
- Conduct financial transactions for guests using language skills.
- Apply language skills for check-out procedures.

Sales and customer services skills in hospitality Industry
Code: Hotl 244   **Credits:** 3 hours
Course Objective
This course aims to equip students with essential skills in service and sales operations in hospitality, including sales techniques and key components of customer service. It covers methods for organizing, motivating, and evaluating sales forces and their importance in increasing hotel profits.
Learning Outcomes

- Deep understanding of guest needs and accurately identifying their expectations.
- Apply effective communication skills in sales operations, speaking and listening clearly and professionally.
- Implement best practices in customer service.
- Manage impressions and create positive guest experiences.
- Learn methods to increase sales through guest persuasion and horizontal and vertical expansion.
- Improve guest satisfaction through excellent customer service.

Etiquette and Protocol in Tourism and Hospitality Industry
Code: Hotl 245   **Credits:** 3 hours
Course Objective
This course highlights the principles of protocol and etiquette and their application in hospitality. It includes two main parts: the art of etiquette and the art of protocol. The course also covers contemporary hospitality rules from protocol, etiquette, courtesy, and interaction frameworks in the tourism and hotel work environment.
Learning Outcomes

- Understand formal and social etiquette skills.
- Master etiquette in conversation and attire.
- Understand etiquette for formal and informal banquets and parties.
- Master etiquette for meetings and interviews.
- Understand methods for official visits and international conference

Document Code	**Study Plan**	**Document Approval Date**
AP02-PR04		

Room Division Management Applications	
Code: Hotl 312	**Credits:** 6 hours
Course Objective	

This course is a continuation of the Room Division Management course, focusing on practical aspects of front office and housekeeping management. It aims to equip students with the necessary practical and applied skills in both front office and housekeeping to ensure guest satisfaction and provide a pleasant stay experience.

Learning Outcomes

- Apply front office procedures: understanding how to handle guest reservations, check-ins, and check-outs.
- Knowledge of housekeeping applications: ability to use specialized computer programs for room management, such as reservation and room cleaning programs.
- Apply effective communication skills with guests, colleagues, and administrators.
- Problem-solving skills to handle complaints and emergency situations calmly and professionally.
- Apply time management operations and organize team work.
- Implement quality standards in the room division and professional and administrative procedures.
- Apply tasks and procedures followed in emergency situations.

Food Production (I)	
Code: Hotl 322	**Credits:** 6 hours
Course Objective	

An introductory course in food and beverage production, aiming to familiarize students with the procedures for receiving and storing materials in the kitchen. It includes preparatory production processes such as peeling and cutting vegetables, meats, and fish, and preparing main sauces, broths, and soups.

Learning Outcomes

- Knowledge of the basics of food preparation and safe food practices.
- Apply health safety standards when handling food and equipment.
- Apply correct principles for using kitchen equipment.
- Learn to read, interpret, and prepare various recipes.
- Apply basic food preparation processes.
- Use standard recipes for main ingredients in sauces, broths, and soups.

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Course: Food Production (II)	
Code: Hotl 323	**Credits:** 3 hours

Course Objective
This course aims to equip students with the skills needed to prepare various types of salads, key Eastern and Western desserts, different types of cakes, and various pastries. It includes preparing main dishes from different international cuisines, including their preparation and decoration. The course also covers preparing and presenting various types of soups, as well as the skill of preparing specialized menus.

Learning Outcomes

- Knowledge in planning and describing specific and on-demand menus.
- Apply pastry-making skills.
- Knowledge of the basics of international cuisine.
- Knowledge in preparing various soups and sauces.
- Knowledge in preparing different types of food products.
- Deep knowledge in using and cutting fish, poultry, and meats.

Food and Beverage Service	
Code: Hotl 324	**Credits:** 3 hours

Course Objective
This course aims to provide students with practical aspects of basic food and beverage services, etiquette, restaurant setup, and banquet hall service. It includes basic service styles such as English, French, Russian, and American services, special food services, and the relationship between food and beverage service and customer satisfaction, with a focus on the impact of global cultures on service styles.

Learning Outcomes

- Implement professional practices based on professional service standards.
- Utilize technology and food services in the guest service cycle.
- Describe different service styles.
- Suggest appropriate recommendations to enhance customer experience.

Internship in Hospitality Management(II)	
Code: Hotl 351	**Credits:** 3 hours
Course Objective	

This course aims to train students in various hospitality facilities, particularly those involved in food and beverage services and production. It focuses on meeting the needs of both the trainee student and the hospitality institution where the training takes place. Students must complete at least 350 hours of training, gaining a comprehensive understanding of the activities and operations of the hospitality institution under joint supervision from the department and the hospitality institution, with prior department approval.

Learning Outcomes

- Apply academic knowledge in professional preparation.
- Gain experience in the professional field and professional ethics.
- Understand the professional organizational culture in hotels.
- Develop personal skills (communication, teamwork, problem-solving, leadership, entrepreneurship, and innovation).
- Develop the professional skills necessary for hospitality management.

Internship in Hospitality Management(II)	
Code: Hotl 352	**Credits:** 3 hours
Course Objective	

This course provides students with the opportunity to continue training in a specialized field within the hospitality industry. It focuses on meeting the needs of both the student and the hospitality institution where the training takes place. Students must complete at least 350 hours of work in a specialized field, gaining in-depth knowledge and skills in a specific area under joint supervision and with prior department approval. This course includes training students in room division management and administrative departments of the hospitality institution.

Learning Outcomes

- Apply academic knowledge in professional preparation.
- Gain experience in the professional field and professional ethics.
- Understand the professional organizational culture in hotels.
- Develop personal skills (communication, teamwork, problem-solving, leadership, entrepreneurship, and innovation).
- Develop the professional skills necessary for hospitality management.

Document Code	**Study Plan**	**Document Approval Date**
AP02-PR04		

Materials and Cost Control Management in Hospitality	
Code: Hotl 411	**Credits:** 3 hours

Course Objective
This course introduces the purchasing and storage process, its procedures, and applications in the hospitality industry, and how to manage it effectively in coordination with various departments of the institution. It includes the importance of cost control for food and beverages, the methods used, value analysis, and the return on different materials, maintaining and analyzing necessary accounting records, and using them in making financial and administrative decisions.

Learning Outcomes

- Identify key factors affecting the cost and availability of goods in the supply chain.
- Develop administrative skills necessary for effective purchasing management, exploring specifications, inspection, grades, quality, and pricing.
- Analyze inventory management principles and their effectiveness, showing how they affect the purchasing process.
- Understand the variations in purchasing food materials and their impact on equipment, tools, and supplies.
- Understand how to store food materials and the issuance controls used in the hospitality industry.
- Apply procedures to control the quantity of food used.
- Study and analyze all aspects of budgeting and cost control in food and beverage operations.
- Analyze and discuss laws governing the purchasing, storage, and sale of food materials.

Document Code	**Study Plan**	**Document Approval Date**
AP02-PR04		

Financial Decision Making in Tourism And Hospitality Industry	
Code: Hotl 412	**Credits:** 3 hours
Course Objective	

This course introduces the basics of revenue management in the hospitality industry and the importance of maximizing revenue. It focuses on metrics such as Revenue Per Available Room (RevPAR), demand management, booking scheduling, appropriate pricing policies, group bookings, and overbooking management. It also aims to understand financial management principles and their applications in tourism and hospitality institutions, including studying financial reports and preparing and analyzing financial statements to aid in decision-making.

Learning Outcomes

- Understand the importance of revenue management in the hospitality sector.
- Know the role and function of the revenue manager and its components.
- Manage analytical procedures, including demand analysis, forecasting, pricing, and appropriate revenue to solve complex and unexpected problems in the hospitality sector.
- Determine the financial status of tourism and hospitality institutions through financial data analysis.
- Apply the main principles of financial operations in tourism and hospitality institutions, the accounting cycle, and the processes governing credit granting.

HRM in Tourism and Hospitality Industry	
Code: Hotl 431	**Credits:** 3 hours
Course Objective	

This course introduces students to various aspects of human resource management in the tourism and hospitality industry. It explains the essential requirements for successful human resource management in tourism and hospitality, including planning, recruitment, training, development, compensation, and performance evaluation.

Learning Outcomes

- Identify the main characteristics and features of jobs in the tourism and hotel sector and the main challenges they face.
- Understand and apply specialized technical knowledge and supervisory skills with some administrative knowledge to manage human resources.
- Manage, identify, and evaluate solutions to problems affecting human resource functions in the tourism and hospitality sectors.

جامعة اليرموك
Yarmouk University
اسم الكلية
Faculty

Document Code	Study Plan	Document Approval Date
AP02-PR04		

- Analyze creative skills to interpret issues and make sound judgments in human resources, planning, recruitment, and managing employees in tourism and hospitality organizations.
- Recognize ethical issues important for human resource managers.

Quality Management in Tourism and Hospitality

Code: Hotl 432	**Credits:** 3 hours

Course Objective

This course introduces the history and development of the concept of quality and its application in the tourism and hospitality industry. It examines the reality of business, aiming to improve customer satisfaction, decision-making, and productivity. It includes the concept, importance, and applications of total quality management in tourism and hospitality according to international and local standards.

Learning Outcomes

- Understand the processes and concepts of quality management.
- Evaluate quality management effectively in tourism and hotel operations.
- Apply various theoretical concepts and models to make improvements.
- Develop decision-making skills through analyzing relevant case studies.
- Analyze the difficulties of applying quality management in the service sector, especially the tourism and hospitality industry.

Strategic Management in the Hospitality Industry

Code: Hotl 433	**Credits:** 3 hours

Course Objective

This course aims to teach students to distinguish between operational and strategic decisions in the hospitality industry. It includes how to define and draw the vision, mission, and strategic goals of a hospitality institution within a changing environment, coordinating internal efforts and resources towards achieving the desired vision and enhancing cooperation with the institution's external environment.

Learning Outcomes

- Understand contemporary issues and emerging theoretical concepts related to the global hospitality industry.
- Evaluate the role of mission, goals, and stakeholders in the planning and development process in the hospitality sector.

- Develop appropriate strategies and evaluate the strategies followed in various hospitality sectors.
- Apply SWOT analysis to tourism and hotel establishments.

Managing Small and Medium Enterprises in Hospitality

Code: Hotl 434	**Credits:** 3 hours

Course Objective

This course aims to introduce and educate students about the types and distinctive features of small projects that constitute the majority of investments in tourism and hospitality projects. It includes planning, organizing, directing, controlling, marketing, financing, and effectively managing these projects. The course focuses on establishing a small or medium project in tourism and hospitality, including studying the concept, preparing the initial economic feasibility, management, financing, and marketing.

Learning Outcomes

- Provide opportunities to achieve the goals set in the curriculum dimensions.
- Work independently and with others in selecting and establishing a small or medium project in tourism and hotels.
- Analyze the principles of planning, organizing, and directing to manage small and medium projects.

Graduation Project

Code: Hotl 461	**Credits:** 3 hours

Course Objective

This course highlights the importance of scientific research in academic studies and gives students the opportunity to study an area of interest independently. It includes preparing a scientifically methodological report in a specific field under academic supervision and discussing it in the presence of faculty members and other students enrolled in the course.**:**

Learning Outcomes

- Develop a knowledge framework for a hospitality project.
- Develop analytical skills for reviewing previous literature.
- Propose and justify the research design and methodology suitable for the project and identify appropriate analytical methods.
- Formulate initial conclusions and recommendations based on project results.
- Write a research report or business plan.

Document Code	Study Plan	Document Approval Date
AP02-PR04		

Selected Topics in Hospitality	
Code: Hotl 465	**Credits:** 3 hours

Course Objective
This course addresses various topics in different fields necessitated by complexities and temporal issues. It offers students topics not previously covered in other courses within the curriculum.

Learning Outcomes
• Learning outcomes vary depending on the topics covered in this course.