

宿泊産業論 II

Syllabus Number

MAN-218

Elective

2 credit

KIM, Jinman

1. Course Description

This course is an overview of the Lodging industry. Especially this course is constituted from three perspectives, “company”, “employee” and “customer”. Theories, examples and industry case studies will be used to provide students with examples of problem solving tools of management. Basic industry terminology and management concepts will be studied. The important role of service in the hospitality and tourism industry will be stressed.