

The International Hospitality Management MicroMasters Program

HKPolyUx's HTM541x

International Hospitality Luxury Management

Instructor details

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Course syllabus - HTM 541x International Hospitality Luxury Management

Week numbers	Topic	Duration / Due Date (UTC Time Zone)
Week 1	Essence of the Luxury Industry Evaluate and discuss the essence of luxury brand management.	January 18 - 24
Week 2	Luxury Brand Power and Lifecycle Address the brand potential that exists in luxury activities, and how luxury-goods businesses should be managed.	January 25-31
Week 3	The Luxury Client Analyze critically the behavior of luxury clientele and the long term trends in the luxury market. Identify what you see as the major research areas and issues, analyze and evaluate the literature on luxury brand management.	February 1-7
Week 3	Submission of Peer Assessment (counts for 20% of the overall grade)	February 7, 23:59
Week 4	Luxury Brand Identity Understand DNA and codes of luxury brands through case studies.	February 8-14
Week 4	Live Session: Discuss the importance of branding in the luxury market. (60 minutes)	February 9, 11:00
Week 4	Deadline for Grading Other Learners' Peer Assessment (Every learner is required to assess three peers' responses to obtain a grade for Peer Assessment)	February 14, 23:59
Week 5	Managing Luxury Brand Creation and Communication Brand creation and communication in the hospitality and tourism industry.	February 15-21
Week 5	Individual Presentation Assignment (counts for 20% of the overall grade)	Feb 21, 23:59
Week 6	International Distribution and Retailing Analyze the trends of international distribution and retailing of luxury brands and the impact of technology on the systems.	February 22-28
Week 6	Live Session: Effectiveness of collaboration between luxury brands. (60 minutes)	February 23, 02:00
After Week 6	Final Exam (counts for 40% of the overall grade) Exam Questions will be released on March 7, 00:00 (UTC). Answers must be submitted before March 8, 23:59 (UTC).	March 8, 23:59

Assessments

In this course you will encounter a number of different assignments for grading:

Assessment	Percentage	Due Date (UTC)
<p>Knowledge Check</p> <p>- Learners are prompted with Knowledge Check under Further Readings or Case Study. Participation in Knowledge Check with immediate feedback can help you to test your understanding of the course material for that week. You are allowed to attempt to answer each question for two times. This counts for 10% of the overall grade.</p>	10%	Throughout the course
<p>Participation in Discussion Forum</p> <p>- To help facilitate conversations with other learners in the class and to encourage learning from each other, each learner is required to participate in discussion forum for at least 5 times each learning week. This counts for 10% of the overall grade.</p>	10%	throughout the course
<p>Peer Assessment (due on Week 3)</p> <p>- You are requested to provide a response to a question related to Week 3. Your response will be assessed by the peers and you will also assess the three responses of your peers.</p> <p>- Every learner is required to assess three peers' responses to obtain a grade for Peer Assessment.</p>	20%	Response to be submitted before February 7, 23:59 Assess three peers' responses before February 14, 23:59
<p>Individual Presentation Assignment (due on Week 5)</p> <p>- To further check your understanding throughout the course, learners are required to prepare a short video presentation on a specific topic, submit the video link and the Powerpoint on edX platform</p>	20%	February 21, 23:59
<p>Final Exam (after Week 6)</p> <p>- This is a final assignment at the end of the course that will test you on the course as a whole. The exam questions will be released on March 7, 2017, 00:00 (UTC).</p> <p>- All learners are expected to submit their answers on edX platform within 48 hours, which is March 8, 2017, 23:59 (UTC).</p>	40%	March 8, 23:59

Grading Policy

Assessment grades shall be awarded on a criterion-referenced basis.

A student's overall performance in a subject shall be graded as follows:

Subject Grade	Short Description	Elaboration on subject grading description
A	Outstanding	The student's work is outstanding. It exceeds the intended subject learning outcomes in nearly all regards.
B	Good	The student's work is good. It exceeds the intended subject learning outcomes in some regards.
C	Satisfactory	The student's work is satisfactory. It largely meets the intended subject learning outcomes.
D	Barely Satisfactory	The student's work is barely adequate. It meets the intended subject learning outcomes only in some regards.
F	Unsatisfactory	The student's work is inadequate. It fails to meet many of the intended subject learning outcomes.

'F' is a subject failure grade, whilst all others ('D' to 'A') are subject passing grades. No credit will be earned if a subject is failed.

If a student initiates an appeal of a grading decision, please contact Professor Hanqin Qiu at hanqin.zhang.qiu@polyu.edu.hk for the special request on reviewing a suspicious exam result.