MBA 2 2015 2016 COURSE SYLLABUS
Revised 28/09/2015

Title of the course : Online Business Development - Hospitality

Instructor: Liz Craig lizcraig.digital@gmail.com

Online Class Room http://mba2onlinehospitality.blogspot.fr/
Available in EMC Connect

Period : Blended Learning -
Sessions 1, 2, 3, 4, 5, 6 = F2F Classroom
Session 7 = Online Only - Webinar + Slidedeck Review
Online Only Session = Due Date - 15/01/2016

Total = 8 Sessions

Course description :
First semester = focus on 3 key 'future' concepts to understand in depth

- Concepts
  - Customer Decision Journey to Online Purchase
  - Influencer Marketing - Social Hospitality
  - Mobile + Multi Screen - WEO - Web Experience Optimization

Course Objectives:

- Assure participants are fluent current concepts + strategies impacting hospitality revenues, services + product development
- Experience practical tools + platforms currently used in the industry
  - Mobile Platforms
  - Publishing for MultiScreen
  - Apps for Customer Service

Digital certification awarded upon successful completion of course;
Linked In Endorsement - upon completion

Assessment methods:

1. Skills growth - Initial self assessment compared to self assessment on completion of the course
2. Online blog posts of all assigned homework + class exercises
3. Blog posts meet required standards
4. Class Presentations
5. Weekly online quizzes

Assigned Homework to be posted in your blog 2 days before the scheduled class.

Course outline:

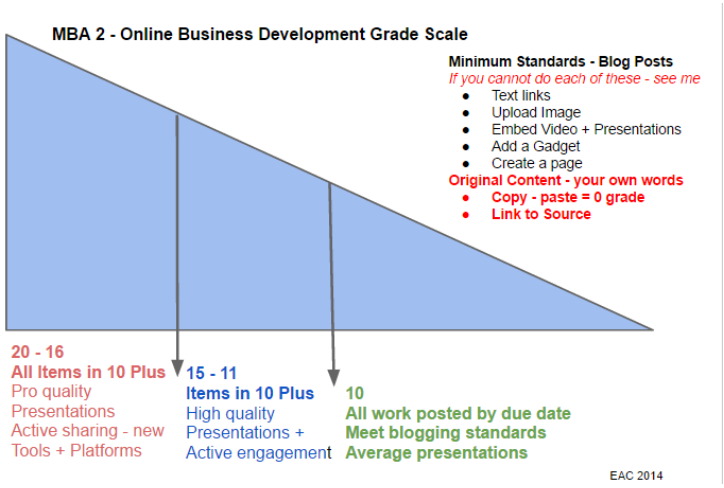
Prepare prior to 1st class	Gmail address for course - Set up Blog in https://www.blogger.com for all course work - **OK to use last year's Gmail + Blog** • **Note - weekly quiz grades will be sent to this Gmail account**
Session 1	Intro + overview - Digital business development - 2016 and beyond **Customer Decision Journey**

	Classroom Tour + Mini Quiz Set up Instagram + Twitter
Assigned Reading for Session 2	**Professional Reputation Development** + Mobile Mini-Brief
Session 2	Create your **Online Professional Profiles** - Reputation Development for Hospitality Careers
Assigned Reading for Session 3	http://get.snaptraveller.com/influencer-marketing/ Mobile Mini-Brief + View BuzzandGo
Session 3	**Influencer Marketing - speaker - Sebstien Felix BuzzandGo** BuzzandGo has offered to present an interactive simulation - How to become an influencer
Assigned for Session 4	**Mobile + Multiscreen** https://www.thinkwithgoogle.com/research-studies/the-new-multi-screen-world-study.html + Mobile Mini-Brief + https://www.thinkwithgoogle.com/intl/fr-fr/infographic/le-mobile-un-device-omnipresent/
Assigned Reading for Session 5	**Mobile Guest Service Trends in Hotels** http://hotelexecutive.com/business_review/3313/hospitality-is-on-the-move-how-mobile-apps-are-empowering-guests-and-boosting-hotels-bottom-lines
Session 5	**Mobile Services Research + Mobile Mini-Brief** Comparative Analysis
Assigned Research for Session 6	**Social Media** + Customer Engagement - TBA
Session 6	**Social Media Success Examples + Ideas for Enhancement** **http://www.standard.co.uk/goingout/restaurants/a-selfie-caf-is-coming-to-covent-garden-a2955916.html**
Online Only Session	**Webinar - your choice of topic + language** -Blog Post + Slidedeck upload due date - **08/01/2015 - Real time Feedback**

Note:
Time expectation

- **1 ½ to 2 hours per week on assigned homework**
- **Online class = 3 hours**
- **F2F Class = 3 hours**

Grading:



20 – 16	demonstrate superior understanding + use of assigned tools; imaginative presentations, P2P shared new sites/tools/knowledge; Active engagement of coursemates; includes final exam
15 - 11	demonstrate ability to use assigned tools, high quality presentations, active engagement of others; includes final exam
10	set up tools, minimal use, competed assigned work – limited/no engagement, Ordinary presentations; includes final exam
9 lower	did not complete assigned posts; below MBA level presentations; includes final exam

Note obtenue (sur 20) Niveau Moins de 10 Résultats insuffisants 10-11 Résultats moyens 12 Résultats satisfaisants 13-14 Bons résultats 15 Très bons résultats 16 et plus Excellents résultats

Note: All posts + work must be original - write in your own words. **Copy-paste work = 0**

- Weekly Quizzes = 40%
- Homework Posts by due date = 30%
- Class Exercises = 30%

Learning Hours : 75 hours

Assessment – Initial self assessment compared to final skills assessment
Instructor input - quality of blog posts + in class presentations

Final - Research Presentation
Homework / Self study – online session = 2 hours per session
Project, Group / own work – Blog Posts, platform practice,
Field Work - No
Written Reports – Blog Posts + required presentations

Basic text: - Reading/video assignments linked in online classroom

Additional reading: Resource Center in Online Classroom

Intended learning outcomes :

- Extensive understanding of digital developments in hospitality
- New media competency - Demonstrate ability to effectively use platforms + tools:
- Digital confidence - ability to explore emerging digital trends and effectively adapt for professional development

- Participants will be well equipped for entry level management positions requiring digital expertise.

Outcome Assessment:

1. Initial + final self assessment = Net skills growth
2. Instructor assessment = Quality of platforms + tools use demonstrated via blog
   Posts + class presentations
3 Weekly Quizzes

BY NC SA Liz Craig - Sept 2015