



School of Hotel and Tourism Management
酒店及旅遊業管理學院

Credit-bearing MOOCS and PolyU SHTM MicroMasters

Professor Hanqin Qiu

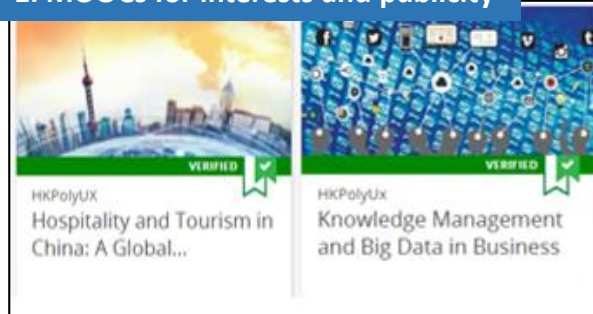


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香港理工大學

Five Types of MOOCs

1. MOOCs for interests and publicity
2. MOOCs as individual subject ([Arizona State University Global Freshman Academy](#))
3. Series of courses with concentration ([ESSEC Business School](#))
4. MicroMasters (MIT, Harvard, and [PolyU SHTM](#))
5. Georgia Institute Technology's full online master through MOOCs (with 4,000 paid students at US\$7000 each for the degree).

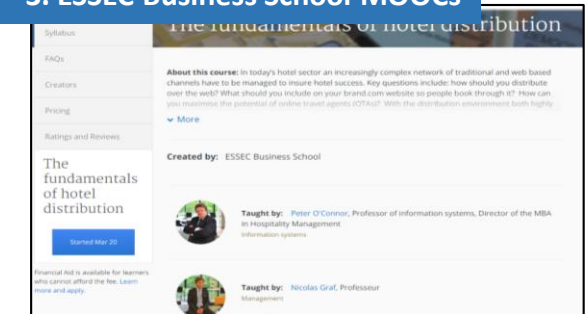
1. MOOCs for interests and publicity



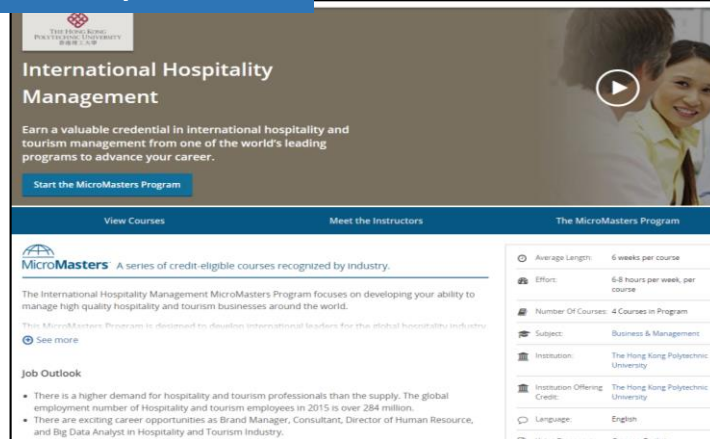
2. Arizona State University GFA



3. ESSEC Business School MOOCs



4. HKPolyUx MM



5. Georgia Institute Technology

An Investment in MOOCs Pays Off in Talent

Creating a financially viable, degree-granting program via MOOC made a powerful impact on Georgia Tech.

March 16, 2017

by Lee Maxey



Since I began writing this column, I've been roving the crossroads of higher education and business to chronicle real-world advice and success stories for CLOs. Georgia Institute of Technology's online master's degree in computer science has received a lot of media attention. CLOs should care because Georgia Tech's program may be the first financially successful credit-bearing MOOC in the world.

That credit-bearing part is good news for employers looking to build up their employees' skills as talent gets tougher to find. The online degree program came about through a partnership between Georgia Tech, AT&T and Udacity. It's a hybrid between a free MOOC and an on-campus master's degree. The price tag for the latter is significantly more than the approximately \$7,000 Georgia Tech charges for its online master's in CS.

Why MOOCS?

> External:

- Funding pressure and cost of running hospitality program
- The gap between the demand and supply of hospitality industry
- The gap between academic curriculum and industry needs

> Internal:

- Students preference and changing learning behavior
- Constant curriculum updating and reform
- School reputation and recruitment

Innovation of PolyU SHTM MicroMasters in IHM on MOOCs Platform

1. First created by MIT: MicroMasters in Supply Chain Management
2. A combination of series of courses with no less than 25% of a particular master level courses
3. A stand-alone certificate to be transferable to a full master degree upon meeting entrance requirements
4. Anyone can take it without admission requirement

Quality Assurance of MOOC

Quality Assurance Frameworks for MOOC

Directly borrow from offline delivery approach

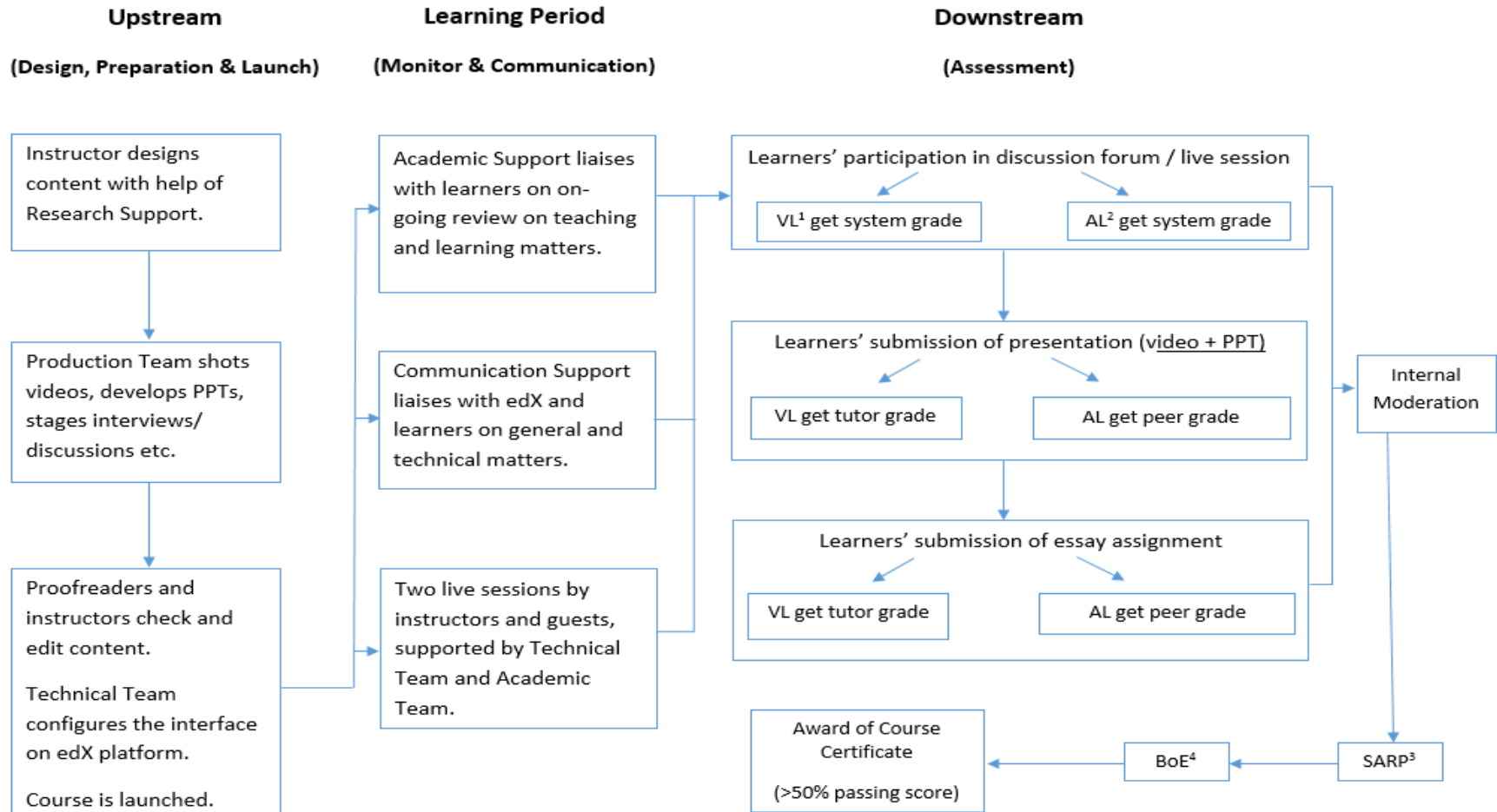
Designed for MOOC with different emphasis

Quality Assurance in MOOC

Systematic, structured, and continuous attention

Quality maintenance and improvement

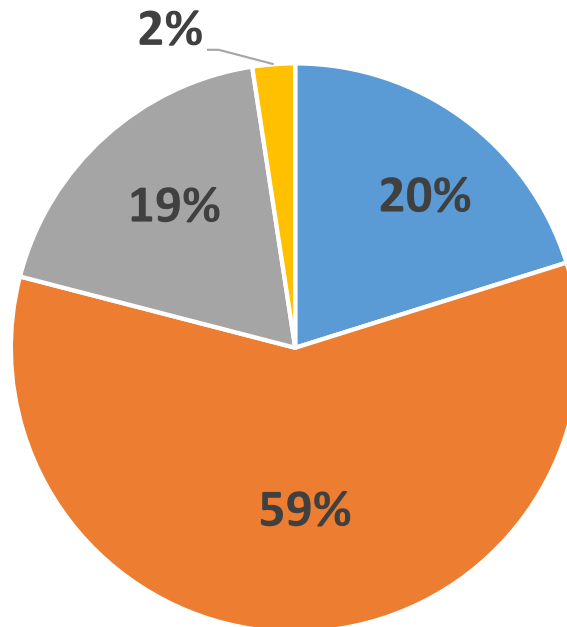
Quality Assurance Processes of SHTM MicroMasters



1. VL stands for verified learners.
2. AL stands for audit learners.
3. SARP stands for Subject Assessment Review Panel.
4. BoE stands for Board of Examiners.

How much time did the learners spend on HTM541x Luxury Management per week?

113 Learners responded

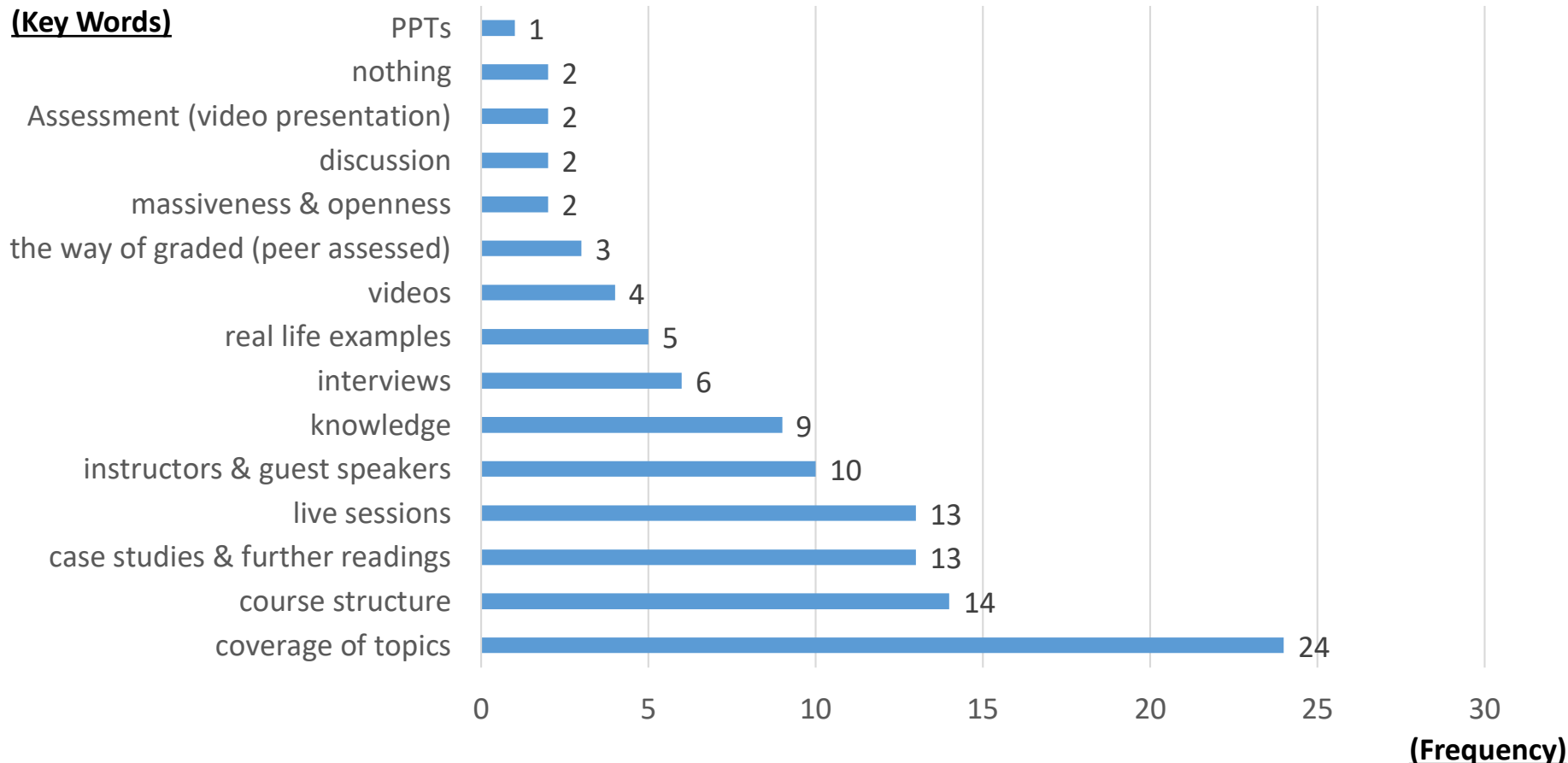


- Less than 3 hours
- 4 to 6 hours
- 7 to 10 hours
- 11 or more hours

Post-Course Survey

Learners' **Favorite Aspect** of HTM541x Luxury Management

(Key Words)

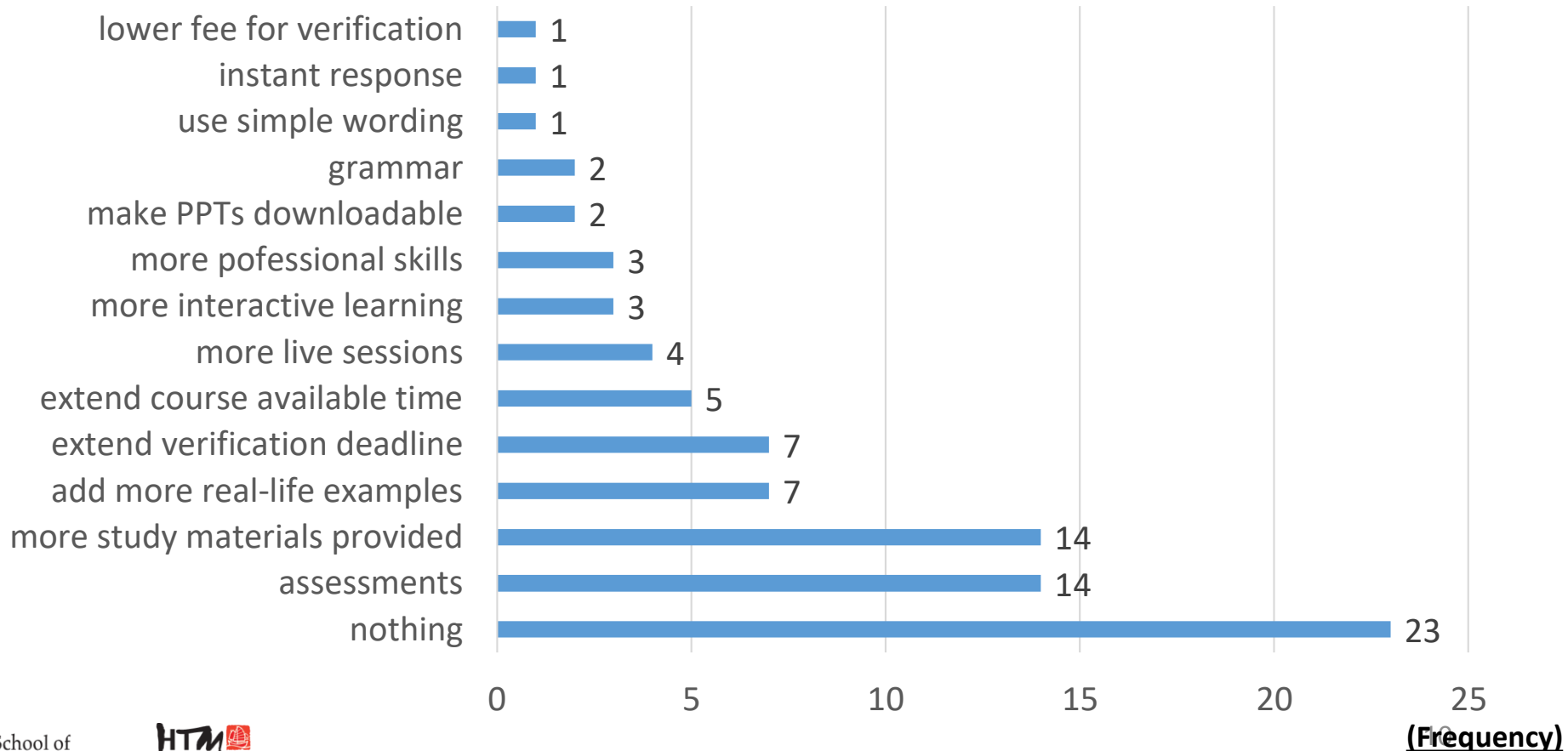


Post-Course Survey

Learners' **Comments for Further Course Development** of HTM541x

Luxury Management

(Key Words)



Promotional Videos

- HKPolyUx MicroMasters in International Hospitality
Management: <https://www.youtube.com/watch?v=H6YSp9KkRUg>
- HTM541x Luxury
Management: <https://www.youtube.com/watch?v=zK8aUhygnSA>
- HTM540x Hospitality and Tourism Technology and
Innovation: <https://www.youtube.com/watch?v=JK1-WRSkShw>
- HTM534x Managing Marketing in the Hospitality and Tourism
Industry: <https://www.youtube.com/watch?v=0m4Gpq72lpo>
- HTM533x Managing Human Resources in the Hospitality and Tourism
Industry: <https://www.youtube.com/watch?v=G5Kb4WhanAM>

Academic Collaboration

1. Each course has been hosted by PolyU academic staff with the support from leading scholars around the world to give guest lectures
2. Academic research based on big data
3. Academic staff's reputation and research impact

Bridging the Gap through Industry Involvement

Involvement Type	Company	Support Method		
		Video/Photo	Case Study/Further Reading	Free Hotel Room/M meal Coupons
Institutional Support	Hotel ICON in Hong Kong	√	--	--
	The Dragon Hotel, Hangzhou China	√	--	--
Mentioning the corporation in the About Page	Cathay Pacific Airways	√	√	--
	The Peninsula	√	√	--
	Hotel ICON in Hong Kong	√	--	--
Using materials from corporations as examples in the courses	Cathay Pacific Airways	√	√	--
	The Peninsula	√	√	--
	Banyan Tree Hotels and Resorts	√	√	--
	Shangri-La Hotels and Resorts	√	√	--
Lucky Draw	Marriott (Greater China Region)	--	--	√
	The Dragon Hotel, Hangzhou China	--	--	√
Industry Testimonial (Graduates)	Hotel ICON in Hong Kong	√	--	--
	The Dragon Hotel, Hangzhou China	√	--	--
Live Session	Hotel ICON in Hong Kong	√	--	--
	Sabre Hospitality Solutions	√	--	--
	Alibaba Group	√	--	--

Sustainability

1. Converting the verified learners to on campus MSc students through credit transfer
2. MOOCs course content for industry training (Dragon Hotel, Esquel, and Wallpaper fashion magazine).
3. Bridging courses for articulation from Bachelor to Master
4. Facilitating lifelong learning by reaching different age group especially the retired people and less fortunate groups
5. Blended degree (EMBA, MBA, and MTA)

Live Session

Week 3 Live session



<https://www.youtube.com/watch?v=gIISeCQPbWg>

Week 6 Live session



<https://www.youtube.com/watch?v=sBMqaNMN7P4>

Re-Run Live session 1



<https://www.youtube.com/watch?v=exXjk5JQb7s&feature=youtu.be>

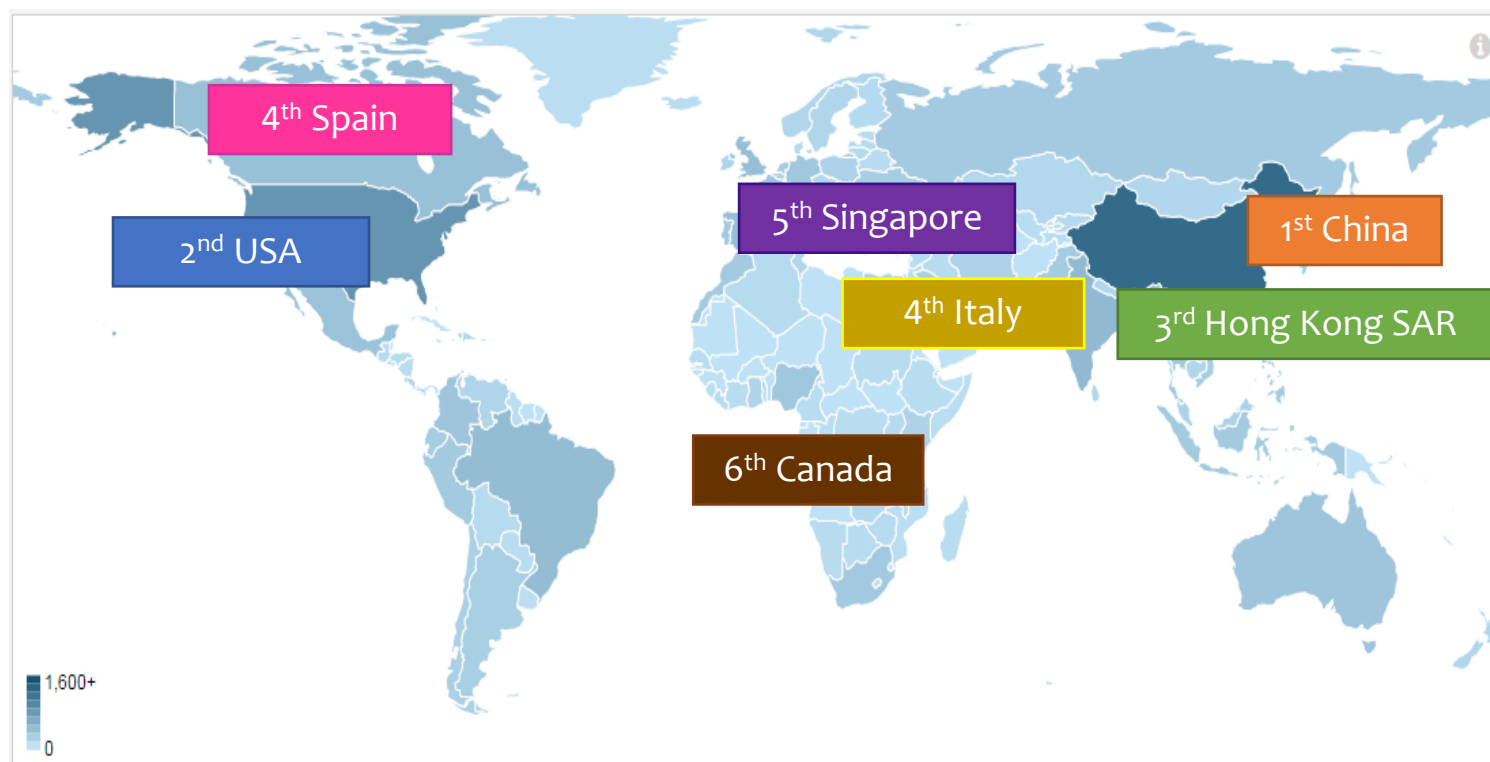
Re-Run Live session 2



<https://www.youtube.com/watch?v=clQ8bYv-zOw&feature=youtu.be>

Interview with GM Mr Eric Du






33,319 total enrollments from 175 countries
with 364 verified learners as of 31 October 2017


edX Learning Platform



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Home Page


HKPolyUx: HTM541x Luxury Management

Help

wkpat

View this course as: Student


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Welcome to HKPolyUx's HTM541x!

Luxury Management

[Resume Course](#)

Course Updates and News


December 9, 2016
Hide

Welcome to International Hospitality Luxury Management!

This course is part of the [International Hospitality Management MicroMasters](#) offered by [The Hong Kong Polytechnic University](#).

EdX and The School of Hotel and Tourism Management (SHTM) of PolyU have partnered to offer the first-ever MicroMasters programme in International Hospitality Management to bridge the knowledge gap between higher education and the workplace.

The International Hospitality Management MicroMasters Program focuses on developing your ability to manage high quality hospitality and tourism businesses around the world. This MicroMasters Program is designed to develop international leaders for the global hospitality industry. You will gain in-depth

Important Course Dates

Today is Jan 9, 2017 14:59 HKT

Course Starts
in 1 week - Jan 18, 2017

Verification Upgrade Deadline
in 3 weeks - Feb 2, 2017

You are still eligible to upgrade to a Verified Certificate! Pursue it to highlight the knowledge and skills you gain in this course.

[Upgrade to Verified Certificate](#)

Course Page

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Bookmarks

Video Testing

Welcome to International Hospitality Luxury Management

Introduction to the Course

Course Overview

Pre-Course Survey

Introduce Yourself

Technical Issues

Individual Presentation Assignment

Week 1: Essence of the Luxury Industry


Week 2: Luxury Brand Power and Lifecycle


Week 3: The Luxury Client

Peer Assessment

Welcome to International Hospitality Luxury Management > Introduction to the Course > Welcome Message from Professor Hanqin Qiu!

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Welcome Message from Professor Hanqin Qiu!

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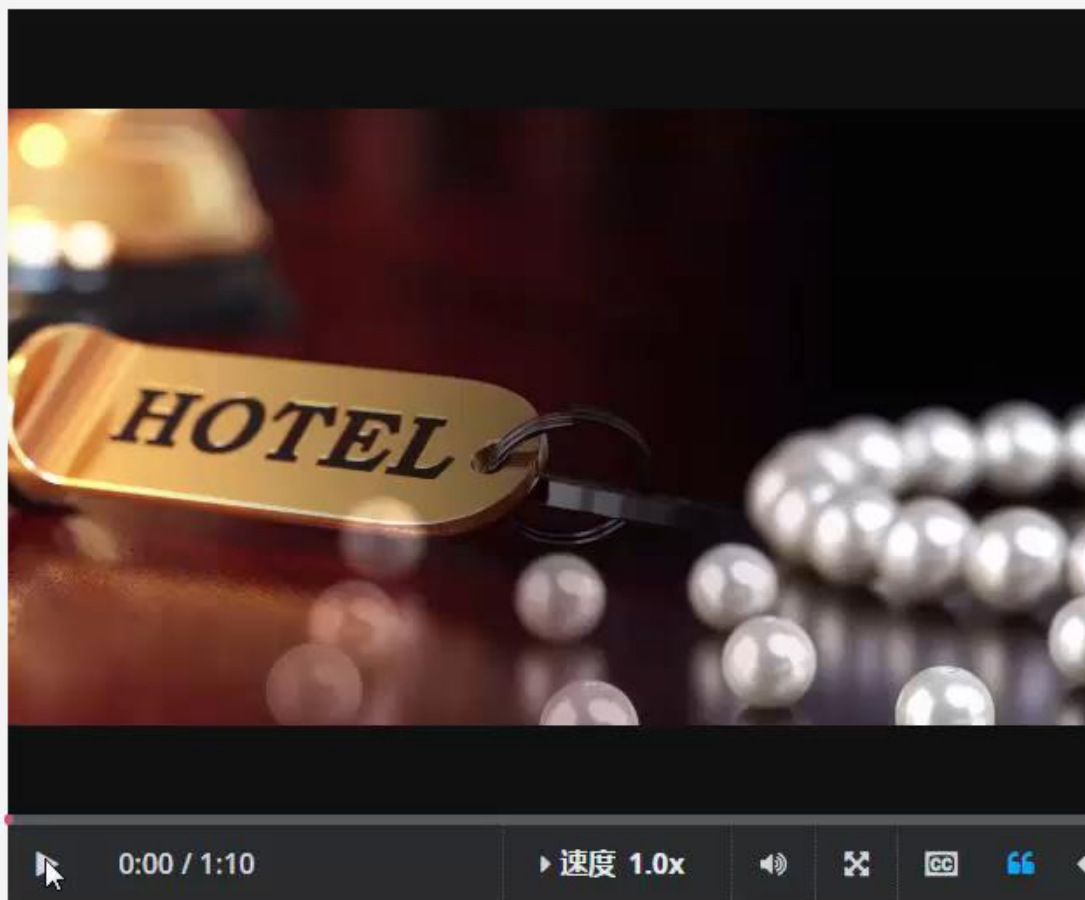
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Welcome to International Hospitality Luxury Management!



HTM541 International Hospitality Luxury Management will introduce you the strategies and skills for managing luxury brands within the hotel and tourism industry. You will analyze the essence of a luxury brand and learn marketing techniques and trends to better position your services. You will learn how luxury brands are created and how to properly communicate the value of your brand.

Welcome Video from Professor Hanqin Qiu



子昂升始。跳转至结尾。

什么是奢华酒店管理？

它是对于独特的酒店设计与服务的一种管理。

我是邱汉琴，来自酒店及旅游业管理学院教授。

我也是这门课程的主讲老师。

大家可以从这门课程中学到什么呢？

学生们将学到由最新的研究中得出的概念、理论与知识

来理解奢侈品市场 来分析如何提供服务

视频

[Download video file](#)

Transcripts

[Download SubRip \(.srt\) file](#)

[Download Text \(.txt\) file](#)



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[Getting Started](#)

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Participation in Discussion Forum

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[Getting Started](#)

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Getting Started

Welcome to the first week of the course!

This week focuses on 'The Specificities of the Luxury Industry'. We'll evaluate and discuss the essence of luxury brand management. We will be understanding the concept of luxury, looking at its development in the last 50 years and considering the role of culture in determining which products are regarded as luxury.

By the end of the week, you'll be able to:

- Define what luxury actually means
- Understand the influence of history to the development of luxury industry
- Know how modernization occupy a place in luxury industry development
- Point out the important attributes of a luxury product

Week 1 - Video

Bookmarks

Video Testing

Welcome to International Hospitality Luxury Management

Individual Presentation Assignment

Week 1: Essence of the Luxury Industry

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Week 1 Further Readings Knowledge Check

Week 1 Review Participation in Discussion Forum

Week 2: Luxury Brand Power and Lifecycle

Week 3: The Luxury Client

Peer Assessment

Week 4: Luxury Brand Identity

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1.2 History of Luxury

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Video


Does "Luxury" have anything to do with history? Listen to a few examples which Professor Denis Morisset has illustrated in the video and find out the connection between luxury and history.

STAFF DEBUG INFO

1.2 History of Luxury

"Distinction" for the traditional elites



Start of transcript. Skip to the end.

If we look one second at these beautiful pictures which represent what we call the new wonders of the world.

I think they exemplify this paradox of luxury.

When you look at the Taji Mahal, the Great Pyramid,

or the Terracotta Army in Xi'an, you realize that these are incredible

0:00 / 3:03

Speed 1.0x

English & Chinese Transcript

▶ Welcome to International Hospitality Luxury Management

▶ Individual Presentation Assignment

▼ Week 1: Essence of the Luxury Industry

Getting Started

1.1 Understanding the Concept of Luxury

1.2 History of Luxury

1.3 Modernization of Luxury

1.4 Luxury Business

1.5 Uniqueness of Luxury

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▶ Week 3: The Luxury Client

▶ Peer Assessment

▶ Week 4: Luxury Brand Identity

1.2 History of Luxury

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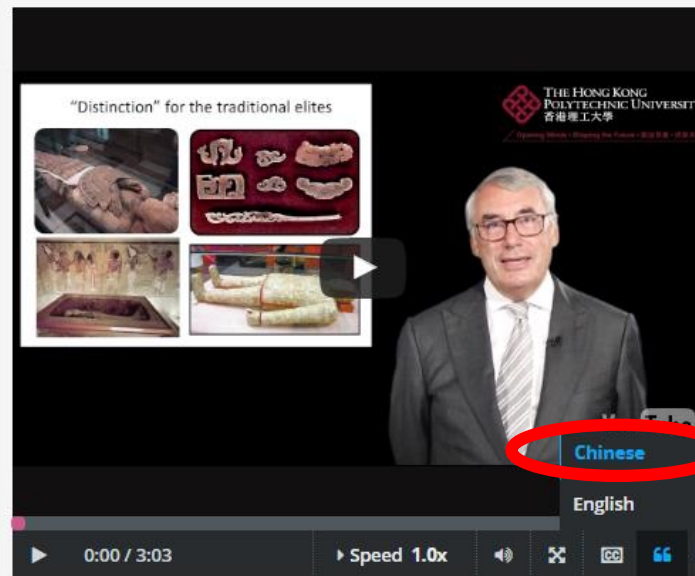
Video

Does "Luxury" have anything to do with history? Listen to a few examples which Professor Denis Morisset has illustrated in the video and find out the connection between luxury and history.

[VIEW UNIT IN STUDIO](#)

[STAFF DEBUG INFO](#)

1.2 History of Luxury



Start of transcript. Skip to the end.

如果我们花点时间看一下这些图片所能代表的
我们称之为世界的新奇观。
我认为它们就可以代表奢华所面临的矛盾。
当我们看到泰姬陵，金字塔，
亦或是西安兵马俑的时候，我们会认为它们是令人难以置信的成就。
它们就像是早期奢侈品的代表物，而现如今想要重建它们，几乎是不可能

Case Study

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Case Study - The Peninsula Hotels Case Study: Luxury Hotel Brand



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Case Study

The Peninsula Hotels Case Study: Luxury Hotel Brand

The Peninsula Hotels group was first established in 1928 and has always being recognized as a world-known luxury hotel group. The Peninsula Hotels group operates in ten major cities with all luxury concept properties, including the flagship in Hong Kong, adding Shanghai, Beijing, Tokyo, New York, Chicago, Beverly Hills, Bangkok, Manila and Paris to the luxury portfolio (The Peninsula Hotels, 2016).

Knowledge Check

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Week 1: Essence of the Luxury Industry > Week 1 Case Study > Knowledge Check - The Peninsula Hotels Case Study: Luxury Hotel Brand

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Knowledge Check - The Peninsula Hotels Case Study: Luxury Hotel Brand
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Knowledge Check

Take some time to answer the following questions to check your understanding on the concepts and theories illustrated in the case study.

[STAFF DEBUG INFO](#)

Multiple Choice
 2 points possible (graded)

1. Where is the flagship hotel located?

☐ Shanghai

☐ Tokyo

☐ Hong Kong

☐ Beijing

Discussion

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Individual Presentation Assignment

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Further Readings 1 - Discussion

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Discussion

Base on this article, here comes a discussion topic. Share your views with other learners to learn from each other!


According to the results from this study, could you provide any suggestions for luxury hotels to attract the Chinese luxury hotel consumers?

Topic: Week 1: Essence of the Luxury Industry / Further Readings Discussion 1

STAFF DEBUG INFO

Hide Discussion

Add a Post

School of 
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Leading Hospitality and Tourism

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Welcome to International Hospitality Luxury Management

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Peer Assessment

Peer Assessment due Feb 15, 2017 07:59 HKT

Week 4: Luxury Brand Identity

Week 5: Managing Luxury Brand Creation and Communication

Week 6: International Distribution and Retailing

Post-course Survey

Assessment - Final Exam

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Peer Assessment

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Peer Assessment

This assignment has several steps. In the first step, you'll provide a response to the question. The other steps appear below the Your Response field.

1 | Your Response

IN PROGRESS

The prompt for this section

Topic

Your response

Enter your response to the question above.

You may continue to work on your response until you submit it.

Save your progress

THIS RESPONSE HAS NOT BEEN SAVED.

Submit your response and move to the next step

2 | Learn to Assess Responses

NOT AVAILABLE

3 | Assess Peers

NOT AVAILABLE

Final Exam

Enter your response to the question. You can save your progress and return to complete your response at any time. After you submit your response, you cannot edit it.

The prompt for this section

Final Exam Question (For Verified Learners)

Topic

The suggested format of the paper is as follow:

- Introduction and background of the chosen topic
- Purpose and specific objectives
- Identification and brief description of how the topic chosen by the student has been addressed by the relevant literature.
- An assessment of how the issues affects the luxury hotel and tourism industry.
- Discussion of the implications of the topic from a global, regional, and local perspective (as appropriate).
- Full references cited in the project should be provided in APA style

To submit the assignment, follow the below steps:

1. specify your edX username in the text response field below
2. save your paper in one of the following formats: pdf, doc, docx
3. rename the file in "edxusername_assignment" format
4. upload the file by clicking "Choose File" and "Upload your file"
5. click "Submit your response and move to the next step"

Your response

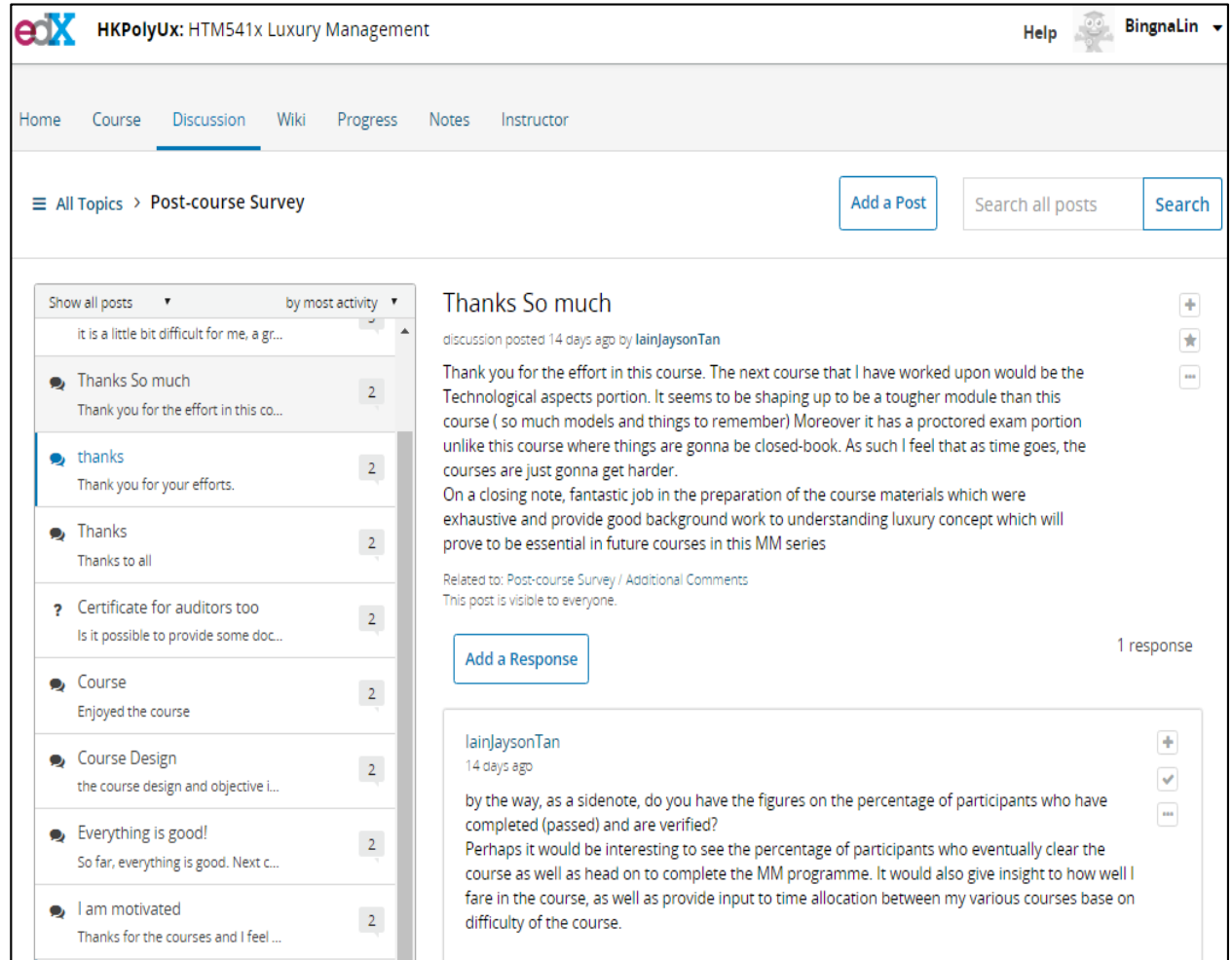
Enter your response to the question above.

No file chosen

You may continue to work on your response until you submit it.

THIS RESPONSE HAS NOT BEEN SAVED.

Post-course Survey



The screenshot displays the HKPolyUx: HTM541x Luxury Management discussion forum. The top navigation bar includes links for Home, Course, Discussion (selected), Wiki, Progress, Notes, and Instructor. A search bar and an 'Add a Post' button are also present. The main content area shows a list of posts on the left and a detailed view of a post titled 'Thanks So much' on the right. The post is by iainJaysonTan, posted 14 days ago, and has 1 response. The post content expresses gratitude for the course and mentions the technological aspects and proctored exam portion. The response by iainJaysonTan, posted 14 days ago, provides feedback on the course design and objective.

HKPolyUx: HTM541x Luxury Management

Home Course **Discussion** Wiki Progress Notes Instructor

≡ All Topics > Post-course Survey

[Add a Post](#) [Search](#)

Show all posts by most activity

- it is a little bit difficult for me, a gr...
- Thanks So much**
Thank you for the effort in this co... 2
- thanks**
Thank you for your efforts. 2
- Thanks
Thanks to all 2
- ? Certificate for auditors too
Is it possible to provide some doc... 2
- Course
Enjoyed the course 2
- Course Design
the course design and objective i... 2
- Everything is good!
So far, everything is good. Next c... 2
- I am motivated
Thanks for the courses and I feel ... 2

Thanks So much

discussion posted 14 days ago by iainJaysonTan

Thank you for the effort in this course. The next course that I have worked upon would be the Technological aspects portion. It seems to be shaping up to be a tougher module than this course (so much models and things to remember) Moreover it has a proctored exam portion unlike this course where things are gonna be closed-book. As such I feel that as time goes, the courses are just gonna get harder.

On a closing note, fantastic job in the preparation of the course materials which were exhaustive and provide good background work to understanding luxury concept which will prove to be essential in future courses in this MM series

Related to: Post-course Survey / Additional Comments
This post is visible to everyone.


[Add a Response](#) 1 response

iainJaysonTan
14 days ago

by the way, as a sidenote, do you have the figures on the percentage of participants who have completed (passed) and are verified?

Perhaps it would be interesting to see the percentage of participants who eventually clear the course as well as head on to complete the MM programme. It would also give insight to how well I fare in the course, as well as provide input to time allocation between my various courses base on difficulty of the course.

Course Update

 Course Update

Course Update from:
Luxury Management

Go to Course

Dear Billy Bai,

Thank you for making **Luxury Management** so much fun these last few months! We had a great time getting to know you through the course discussions. We appreciate the effort that you spent on this course, and we hope that you have enjoyed learning International Hospitality Luxury Management through edX. We are proud of your accomplishments!

Here are some final remarks for the course:

- **Post- Course Survey:** Please take a few minutes to answer the [post-course survey](#), now available on the Course page. We will use your responses to improve the course in the future.
- **Final Grading:** Our course team is currently reviewing your exam papers and grades for different assessments. will be granted in the next couple of weeks. If you qualify for a verified certificate (overall score (number)% or higher), the edX dashboard will include a link to your certificate in the first week of April.
- **Course End Date:** Feel free to enroll the course, you will have access to the lecture videos even after the course ends on **31 March** for two extra weeks. Assessments will remain, but you will no longer be able to submit answers to any problem sets or exams with due dates.
- **Course Discussions:** The HTM541x discussions close on **31 March at 23:59 UTC**. You will be able to continue viewing all of the conversations that took place during the course but not be able to add to the discussions after that time.

Do share what you learned in HTM541x International Hospitality Luxury Management with your colleagues, friends, and family!

Last but not least, **enroll in the verified track of all four courses** in this [HKPolyUx MicroMasters program to earn the MicroMasters credential](#)! Click here for more information about our on-campus [Master of Science in International Hospitality Management Programme](#).

Course Update






THE HONG KONG
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香港理工大學



**International Hospitality
Luxury Management**
Start Date: 18 Jan 2017



**Hospitality and Tourism
Technology and Innovation**
Start Date: 7 Mar 2017



**Managing Marketing in the
Hospitality and Tourism Industry**
Start Date: 18 Jun 2017



**Managing Human Resources in the
Hospitality and Tourism Industry**
Start Date: 5 Sep 2017

**Want to become international leaders, educators and researchers
for the global hospitality industry?**

Accelerated
Master's
Degree
in
12 Months

1. Complete four HKPolyUx MicroMasters courses
2. Earn the MicroMasters Credential
3. Transfer 9 credits to the 31-credit **Master of Science (MSc) in International Hospitality Management Programme**

It's accelerated and cost effective!



School of
Hotel & Tourism Management
酒店及旅遊管理學院

Leading Hospitality and Tourism

Looking forward to seeing you in the next running course – [Hospitality and Tourism Technology and Innovation!](#)

Hanqin Qiu
Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Rerun Schedule in 2018

Plan	No.	Course	Starting Date	Closing Date
Second Run	1	HTM541x Luxury Management	Jan 12, 2018	Apr 5, 2018
	2	HTM 540x Hospitality and Tourism Technology and Innovation		
	3	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	4	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		
Third Run	5	HTM541x Luxury Management	May 11, 2018	Aug 2, 2018
	6	HTM 540x Hospitality and Tourism Technology and Innovation		
	7	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	8	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		
Fourth Rerun	9	HTM541x Luxury Management	Sept 14, 2018	Dec 6, 2018
	10	HTM 540x Hospitality and Tourism Technology and Innovation		
	11	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	12	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		



Thank You!

Q&A