



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

Global Hospitality Leadership: ESG Perspectives

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June 29 -July 23; M-Th. 9am -11:30am

COURSE DESCRIPTION/OBJECTIVES/LEARNING OUTCOMES

Course Description

The course provides an in-depth examination of the factors that contribute to successful leadership practices in the hospitality industry. Topics include what leadership is, the challenges leaders face, the impact leadership has and how leaders build organizations and key relationships. Emphasis is placed on leadership knowledge, approach, and application, which will contribute to the harmonious and peaceful global community.

Additionally, the course will cover ESG issues and the UN's 17 Sustainable Development Goals. One of the unique aspects of the course is that it will feature numerous guest speakers who are experts in specific fields of ESG and textbook chapter authors, who will share their expertise with students.

Course Objectives/ Learning Outcomes

- To share assets and challenges as leaders
- To minimize conflicts around the world and create a harmonious society using effective leadership
- To examine factors contributing to successful executive leadership practice
- To continually assess the personal leadership development process
- To recognize the values and behaviors of respected leadership
- To develop an understanding of personal strengths and weaknesses for leadership
- To develop and apply leadership skills to achieve organizational results

Course Participation

- **Commitment** – You are expected to complete self-evaluation for learning outcomes as a part of the ePortfolio upon completion of each course throughout the program.
- **Readings** – All of the assigned reading materials are critical for you to be successful within this course.
- **PowerPoints** - The lecture materials in PowerPoints will provide guidelines for developing leadership competence.

READING MATERIAL

Required Text:

Back, K.J. Eds. (2025), Environmental, Social, and Governance Strategies in the Hospitality and Tourism Industry. London, Taylor and Francis, <https://doi.org/10.4324/9781003563358>

Recommended Text:

Kouzes, J., & Posner, B. (2012). The leadership challenge, 5th ed. San Francisco: Jossey-Bass.

Rath, T., & Conchie, B. (2008). Strengths-based Leadership: Great leaders, teams, and why people follow. New York, NY: Gallup Press.

* Additional readings and teaching materials (PPT) will be provided to students prior to the lectures

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students to obtain lecture materials. SKKU regulations require students to attend at least 80% of all classes.

Grading		Scale		
Participation and Attendance	30%	90-100%	A	PASS
ePortfolio	20%	87-89%	B+	PASS
Discussion Questions	15%	84-86%	B	PASS
Biography of a Leader	15%	80-83%	B-	PASS
Final Report	20%	77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION (30%)

Participation is critical in this class. Each student is expected to actively engage in class discussions, ask questions, and provide feedback to colleagues. The instructor will provide specific guidance on communicating effectively as part of the learning outcomes. Additionally, students should recognize the distinction between attendance and participation.

ePORTFOLIO PROJECT (20%)

Employers and graduate and professional school selection committees are now seeking more than just a traditional resume from candidates. Interested parties want to know more about who you really are, and will likely search online to find out more about you. So you should ask yourself: **what do I want to appear in an online search?** By creating an ePortfolio, a prospective employer will learn about your accomplishments as an undergraduate and why you have chosen your particular career path.

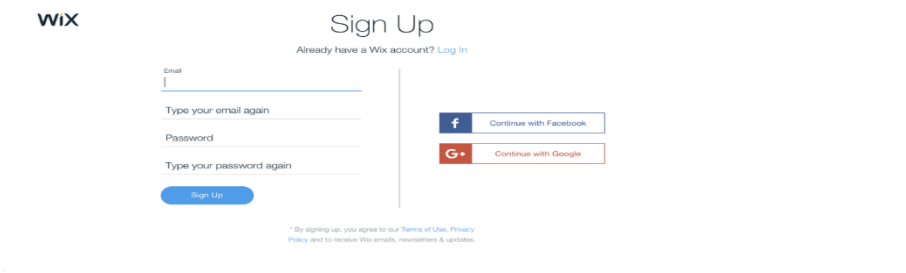
For the program, the following pages should be present:

- Home or Introduction
- Professional Goals
- Global Hospitality Leadership
- Resume or CV
- Contact Information

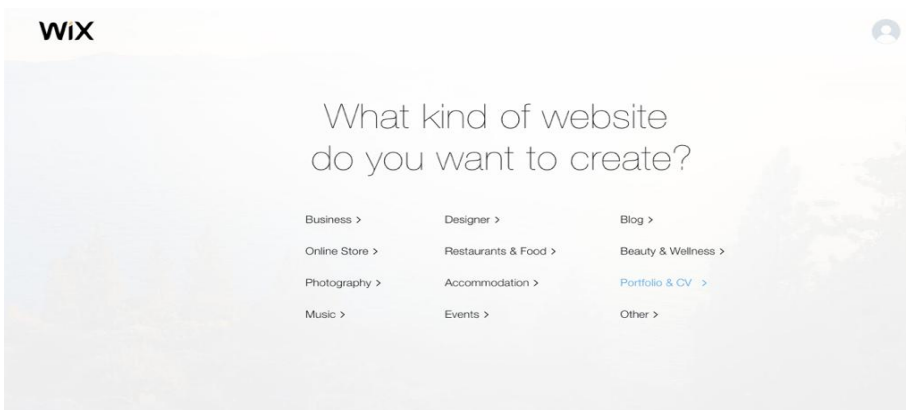
ePortfolio Shell

For this assignment, create your shell. Consider the style you want to use for the overall look. The font, color choices, and layout of artifacts should reflect your style while maintaining a professional presence. You will need to submit the link to your ePortfolio page to turn in the assignment. You will use Wix to create an e-portfolio.

Step 1. Sign up for <https://www.wix.com/>



Step 2. Click Portfolio & CV



Step 3. Create your homepage

Now I'm Going to Create Your Homepage

Let me take over for a few moments and I'll create the initial design of your stunning homepage right before your eyes.

Create My Homepage

Step 4. Add pages and name those (Home or Introduction, Professional Goals, Global Hospitality Leadership, Resume or CV, Contact Information)

Step 5. Click "Publish" at the top-right corner and set the link

Assignment 1: ePortfolio Home Page – Due June 30

The next ePortfolio page to develop is the Home page.

For this assignment, work on building your Home page. This page should give the viewer a sense of who you are and what your ePortfolio page is for. While it needs to reflect your style, the appearance and content should still be professional. This page will likely be refined by the end of the program; however, the core content needs to be built for this assignment. You will need to submit the link to your ePortfolio page to turn in the assignment.

Assignment 2: ePortfolio Resume or CV Page – Due July 2

It is time to start developing your ePortfolio pages.

For this assignment, create your resume or CV page. This page should highlight your career accomplishments and give the viewer a sense of your skills. You will need to submit the link to your ePortfolio page to turn in the assignment.

Assignment 3: ePortfolio Professional Goals Page – Due July 7

This assignment focuses on building your Professional Goals page of the ePortfolio.

For this assignment, develop your Professional Goals page. This page will be customized for each student, depending on the goals set. A minimum of three (3) goals should be present. Consider including elements such as steps to enhance your networking, general goals for your current position, specific new skills you aim to acquire, or strategies for increasing your presence in the community or within industry organizations. When designing your page, keep in mind the overall flow, ease of navigation, layout, and design, as well as incorporating multimedia (e.g., a one-minute video clip) to enhance the page's visual appeal. You will need to submit the link to your ePortfolio page to turn in the assignment.

Assignment 4: ePortfolio Global Hospitality Leadership Page – Due July 13

It is time to start developing your Leadership page.

For this assignment, create your leadership page. This page should highlight your global hospitality leadership strengths and abilities. Reflect on the leadership styles we have been discussing since the start of the semester. How do they apply to you? Can you identify with some of the leadership concepts? If so, they should be reflected on this page. You will need to submit the link to your ePortfolio page to turn in the assignment.

Assignment 5: ePortfolio Final Project – Due July 21

The final assignment for the ePortfolio project is to submit a completed ePortfolio site. The chosen project should be included when turned in. This is your personal brand, so please review your pages for the flow of information, accurate links, consistent formatting, grammatical errors, and high-quality images or multimedia content. Colors and style choices should be professional. Remember, someone visiting this site for the first time should be able to get a sense of who you are professionally, your leadership abilities, and what you have gained from the Executive program.

Sample

<https://jamesmnelson.wixsite.com/jamesmnelson/resume>

<https://mattdecker99.wixsite.com/website>

<https://meghanbergaila.wixsite.com/mysite/resume>

DISCUSSION QUESTIONS (15%)

Students are required to submit two questions for each guest speaker in advance of each lecture. Students should research the guest speaker and submit questions related to the speaker's expertise or the related lecture subject. Specific guidelines for developing and submitting questions will be provided during the introduction session.

BIOGRAPHY OF A LEADER (YOUR ROLE MODEL) (15%) Due July 9

- Write a biography of your own global/domestic leader.
- Conduct a series of interviews and/or search for information from public sources.
- Describe specific leadership competencies/attributes of the leader
- Specify what strengths you admire the most

FINAL REPORT (20%) Due July 22

Develop YOUR OWN leadership competence report (5 to 7 pages) based on the presentation and discussion materials.

- Identify two key leadership competencies that you possess.
- Provide examples of how you tell those are your strengths and discuss how you will further develop them for your future career path in global engagement.

COURSE SCHEDULE

* This schedule may be revised if needed. Changes to the schedule will be announced in class.

WEEK I:

6/29 Mon	Course Introduction
6/30 Tue	Lecture - Overview of Global Hospitality Leadership Guest Speaker: Mr. Ramu Damodaran (UN) Assignment #1 Due
7/01 Wed	Guest Speaker: Mr. Gregg Rockett, Former Sr. Vice President of Hilton Leadership in the Hotel Industry Lecture - Transformational Leadership
7/02 Thu	Guest Speaker Dr. Priyanko Guchait, University of Houston Leadership Competencies and Error Management Culture Chapter 1 – ESG and CSR Guest Speaker Dr. Seoki Lee, Penn State University Assignment #2 Due

WEEK II:

7/06 Mon	Chapter 2 – The Shape of ESG in the Food and Beverage Industry Guest Speaker: Dr. Tiffany Legendre, University of Houston Lecture - Great Leadership
7/07 Tue	Chapter 7 – ESG Management and Employee Performance and Workplace Well-Being Guest Speaker: Dr. Chihyung Michael Ok, Temple University Chapter 5 – ESG in the MICE Industry Guest Speaker: Dr. Jinsoo Lee, Hong Kong Polytechnic University Assignment # 3 Due
7/08 Wed	Korean Art, Culture, and Tourism Guest Speaker: Prof. Eunkyung Back, University of Houston
7/09 Thu	Field Trip 1 – Inwangsan Mountain Trail (Explore Korean Heritage and Culture) guided by Prof. Back Biography Assugnment Due

WEEK III

- 7/13 Mon Chapter 4 – ESG Practices in the Luxury Tourism
Guest Speaker: Dr. Minjung Shin, University of Houston
- Chapter 3 – ESG Practices in the Hotel Industry
Guest Speaker: Dr. Seulki Lee, Sejong University
- Assignment #4 Due**
- 7/14 Tue Chapter 10 – Lessons for Destination Management from
the ESG Movement
Guest Speaker: Dr. Jonathan Day, Purdue University
- Chapter 6 – ESG in the Casino Industry
Guest Speaker: Dr. Jaewook Kim, University of Houston
- 7/15 Wed Community Engagement through Servant Leadership
Guest Speaker – Warren Luckett, Managing Partner, Black Restaurant Weeks
- Lecture - Communication Competence
- 7/16 Thu **Field Trip 2 - CONGDU 50 (FKI Tower Seoul)**

WEEK IV

- 7/20 Mon Chapter 8 – ESG and Digital Transformation
Guest Speaker: Dr. Minwoo Lee, University of Houston
- Lecture – Responsible Gambling and Community Outreach
- 7/21 Tue Tourism in Japan
Guest Speaker – Dr. Jinho Han, Professor, Rikkyo University
- Assignment #5 Due**
- Student Presentation on the Biographies**
- 7/22 Wed **Field Trip 3 – The Ambassador Seoul – A Pullman Hotel**
- Final Project Due**
- 7/23 Thu **Student Presentation on Final Project**