COURSE SYLLABUS

COURSE DESCRIPTION
This course will introduce students to service operations and their application within the hospitality industry. Main areas of study include the application of new service operation theories and models together with current issues in the hospitality properties. The student will become familiar with the lodging organization, as well as with the front office operations and structure, sales of rooms and services, reservations, guest check-in and check-out, the accounting process and the night audit. Upon completion of the course students will understand and critically evaluate strategies of revenue/expenses management and analysis; budgeting and business planning; development of new services; planning and evaluating operations; revenue management; managing human resources. Management functions of the rooms division will also be discussed and a simulation program will be used.

OUTCOMES & OBJECTIVES
The objectives of this course are to help students understand, organize, perform and manage effectively the service operations of the hospitality industry. The course’s overall objective is to prepare the student for the management career in the hospitality field. Through the study to be carried out with the use of visual aids, as well as with a simulation program and on site educational visits, the student will become capable to:
- Identify and evaluate the current trends in the hospitality industry
- Be a successful seller of rooms and other services of the lodging
- Understand the reservations, check-in and check-out procedures
- Analyze the property’s revenues and statistical data and take the proper decisions
- Collaborate with his/her colleagues, as well as with the other departments of the lodging
- Apply contemporary and profitable management models in the hospitality services
- Plan, organize and control the lodging operations
- Understand and critically evaluate the human resource management functions
- Prepare budget and business plans.

METHODS OF INSTRUCTION
Videos/DVDs, lectures and class discussions, case studies, simulation program, group projects, student presentations.
Students will have the opportunity to participate in 1-2 field visits aiming at enhancing their learning experiences associated with the course.

ASSESSMENT METHODS
Students will be evaluated by one written research project: 50%, project presentation (Power Point format): 20%, attendance and class participation 30% of the final grade.
LIST OF REFERENCES

Books:
- Introduction to Hospitality Management, John R. Walker (3rd edition), 2009
- Hotel management and operations, Denney G. Rutherford, Michael J. O’Fallon, John Wiley & Sons, 2010
- Foundations of lodging management, David K. Hayes, Jack D. Ninemeier, Pearson/Prentice Hall, 2005
- Hospitality operations: careers in the world’s greatest industry, Jack D. Ninemeier, Joe Perdue, Pearson/Prentice Hall, 2004
- Managing Technology in the Hospitality Industry, Michael Kasavana, John J. Cahill
- Managing Front Office Operations, Michael L. Kasavana and Richard M. Brooks
- Accounting for Hospitality Managers, Raymond Cote
- Professional Front Office Management, David K. Hayes

Internet sites:
- http://www.hospitalitynet.org (Hospitality net, on-line magazine)
- http://www.traveldailynews.com (Daily travel and tourism news portal)
- http://www.hotelnewsresource.com (Hotel news resource)
- http://www.hotelmule.com (On-line community for hospitality and tourism industry professionals)
- http://www.4hotellers.com/ (Hospitality, Hotel & Travel News)

OUTLINE

WEEK #1 Structure and trends in the hospitality industry. Hospitality services (role, aims, operations, principles and service management systems)
WEEK #2 Lodging organization. Front office operations. Sales of rooms and services.
WEEK #3 Reservations. Check-in.
WEEK #4 Guest services. Security.
WEEK #6 Strategies of revenue/expenses management and analysis.
WEEK #7 Budgeting and business planning.
WEEK #8 Development of new services. Planning and evaluating operations.
WEEK #9 Revenue management.
WEEK #10 Human Resources Management.
WEEK #11 Project presentations.
WEEK #12 Project presentations.
WEEK #13 Project presentations.
Class hours per week: 2 Semester: Fall Credits (ECTS): 3. Course title: Cognitive Social Psychology lecture (PSZI0734) Language of instruction: English Course description: The social cognition approach to social psychology concerns with mental processes and their social behavioural consequences. This course will provide an overall picture about social cognition. ECTS = all-European credit transfer system (not relevant for non-European students). If there are more than one number for ECTS, the lecturer can classify the Credits and decide on the workload you put in the seminar how many ECTS you gain. Some course descriptions include no credit (ECTS) information. Please consult the lecturer for this information. The lecturers’ contacts can be found in LSF, under the relevant course details: https://lsf.ovgu.de/qislsf/rds?state=user&type=0. Hours per Week 2L/2S 2L 2S 2S 2S 2S 2S 2L 2L 2L 2S 2L 2L 2S 2S 2S. Credit hours are basically just the number of hours per week you spend in a classroom. You can plan to spend, on average, 2–3 hours outside of the classroom studying or doing homework of some type in order to do well in the class. Typically, classes meet during the week, rather than the weekend (although a Saturday class is not unheard of, especially at colleges that cater to non-traditional students). I’m just going to repeat my answer to Do college credit hours include the weekend? with some light editing. Credit hours are basically just the number of hours per week you spend in a classroom. You can plan to spend, on average, 2–3 hours outside of the classroom studying or doing homework of some type in order to do well in the class.