

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: Advanced Operations

Subject: Hotel and Restaurant Management

Period: Semester 5

Lecturers:

Mr. Isaac Lozano Alfaro

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: ADVANCED OPERATIONS

SUBJECT: HOTEL AND RESTAURANT MANAGEMENT

CODE: OB5AOP-I

LANGUAGE: ENGLISH

YEAR: 3

PERIOD: SEMESTER 5

CREDITS: 6 ECTS

1. Subject objectives

Hotel & Restaurant Management analyses hotel management from the organization and coordination functions and through operations management. Midsize full-service hotels are taken as a representative example of the lodging and food and beverage industry. Students will learn basic notions of how to lead teams, organize work, control costs and maximize benefits.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G03 - Initiative and entrepreneurial spirit: always be ready to take advantage or look for new opportunities and act in consequence. Implies a predisposition for proactivity and perseverance.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

Specific

E13 - Lead and manage the various types of tourism organizations.

E14 - The operational procedure in the area of accommodation.

E15 - The operational procedures in restaurant management.

3. Content

Session 1: Introduction to course, creation groups, explanation assessments, read articles on hotel pioneers and ?independent minds? for session 3.

Session 2: Hotel operations structure: organigram, relationships among departaments, communication tools and culture. .

Session 3: Rooms Division 1. Front Desk.

Session 4: Rooms Division 2. Guest Services .

Session 5: Food Hygiene 1 .

Session 6: Rooms Division 3. Guest Relations. Exceed guests expectations..

Session 7: Food Hygiene 2 .

Session 8: Rooms Division 4. Reservations..

Session 9: Rooms Division 5. HouseKeeping Operations.

Session 10: Group Presentation. Communitation technology..

Session 10: Group Presentation. Hotel Culture.

Session 11: Asset Management 1.

Session 12: Asset Management 2.

Session 14: Manager on Duty.

Session 15: Purchasing Department.

Session 16: F&B Division 1.Operational standards 1 .

Session 17: F&B Division 2.Operational standards 2.

Session 18: F&B Division 3. Operational standards 3.

Session 19: F&B Division 4. Kitchen Operations 1.

Session 20: F&B Division 5. Kitchen Operations 2.

Session 21: Hotel Visit..

Session 22: Financial Management In Operational Context..

Session 22: Evaluating Business: measuring, undertanding and using indicators. .

Session 24: Security & Maintance .

Session 25: Leading Teams..

Session 26: Final Debat.Exam preparation.

4. Teaching methodology

Finding information and preparation and organization of material.

Debates.

Practical Exercises.

Case Studies.

Self-study or Study Groups.

Student Presentations (individual or group).

Plenary Lectures.

Readings.

Outdoor training.

Supervised Projects.

Working individually or in groups.

5. Assessment activities

Regular examination call

- **Team Presentation 1 (Oct, 14/2019)**

Supervised project (Group - 10%)

Evaluated competences: G3, G7, G11, E13, B1, B2, B3, B4

- **Team Presentation 2 (Oct, 17/2019)**

Supervised project (Group - 10%)

Evaluated competences: G3, G7, G11, E13, B1, B2, B3, B4

- **Written Assignments (1) (Oct, 27/2019)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B5, E13, E14, E15

- **Written Assignment 2 (Nov, 28/2019)**

Academic Work (Individual - 15%)

Evaluated competences: 1, B2, B5, E13, E14, E15

- **"Management Pills" Presentation (Dec, 05/2019)**

Supervised project (Individual - 5%)

Evaluated competences: G3, G7, G11, G12, E13, E14, E15, B1, B2, B3, B4

- **Final examination (Dec, 19/2019)**

Final exam (Individual - 45%)

Evaluated competences: B1, B2, B3, B4, B5, G12, E13, E14, E15

Students must obtain a minimum grade of 5 average in each of the evaluation activity types (group presentation, individual assignments, individual presentation and exam). In the case that a student has failed, or has a grade less than 5 average in any of the four assessment types, they will be evaluated as a fail. Missed activities due to absence in class will result in a 0 (unless authorized or excused by the school). The student must resubmit all assessments with less than a grade 5 at the extra exam call. In order to pass the course, a student should obtain a minimum grade of 5 in the final exam.

Resit examination call

- **Retake "Management Pills" (Jan, 19/2020)**

Supervised project (Individual - 5%)

Evaluated competences: G3, G7, G11, G12, E13, E14, E15, B1, B2, B3, B4

- **Retake Group presentation (Jan, 19/2020)**

Supervised project (Group - 20%)

Evaluated competences: G3, G7, G11, E13, B1, B2, B3, B4

- **Assignment retake (Jan, 19/2020)**

Academic Work (Individual - 30%)

Evaluated competences: B1, B2, B5, E13, E14, E15

- **Final retake exam (Jan, 23/2020)**

Final exam (Individual - 45%)

Evaluated competences: B1, B2, B3, B4, B5, G12, E13, E14, E15

Students must obtain a minimum grade of 5 average in each of the 3 assessment types. In the case that a student has failed, he/she must resubmit/redo all assessments less than a grade 5 at the retake exam call date. The maximum grade that students can obtain in retake evaluation assessments is a 6, while a

5 is required to pass the retake activities.

Repeating students without attendance: regular examination call

• Final exam (Dec, 10/2019)

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G12, E13, E14, E15

Students must obtain a minimum grade of 5 average in each of the 3 assessment types. In the case that a student has failed, or has a grade less than 5 average in any of the four assessment types, they will be evaluated as a fail. In the case that a student has failed, he/she must resubmit/redo all assessments less than a grade 5 at the resit examination call.

Repeating students without attendance: resit examination call

• Final retake exam (Jan, 18/2018)

Final exam (Individual - 100%)

Evaluated competences: B1, b2, B3, B4, B5, E12, E13, E14, E15

Students must obtain a minimum grade of 5 average in each of the 3 assessment types. In the case that a student has failed, he/she must resubmit/redo all assessments less than a grade 5 at the retake exam call date. The maximum grade that students can obtain in retake evaluation assessments is a 6, while a 5 is required to pass the retake activities.

Follow-up meetings

Week 3 (Oct, 08/2018), 14:00

Week 7 (Nov, 19/2018), 14:00

Week 13 (Dec, 03/2018), 14:00

6. Bibliography

Mandatory readings

Kimes, S. (2004) Revenue Management: Implementation at Chevys Harrowhead; Cornell Hotel & Restaurant Administration (v. 45-1), 52-67.

Dev, C., Hamilton, R., Rust, R. (2017) Hotel brand standards: how to pick the right amenities for your property; The Scholar Commons, 1 - 11.

Mandelbaum, R., McDade, G. (2017) Hotel room departments struggle to control expenses; Hotel

Online, 1 -5 [<http://hotelonline.com/hotel-room-departments-struggle-to-control-expenses/>]

7. Lecturer/s

Mr. Isaac Lozano Alfaro (Head lecturer) - isaac.lozano@htsi.url.edu

Contact hour: On demand. Mondays and Thursdays at 14:00

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

- Material: Students are expected to come prepared for lectures. Failure to do so may result in students being asked to leave class.

- Attendance: Each student is responsible for making sure they cover the material of lectures missed. Evaluations missed in lectures are a 0.

- Plagiarism: This is a very serious offence, subject to disciplinary action, as determined by the Bachelor Degree Academic committee. Please see the academic rules and regulations for more details

- Mobile phones, smart phones, tablets and laptop computers are not allowed in class for personal use. Any student found using their mobile phones/computers during class for personal use, will be asked to leave.

- Punctuality: Students are expected to attend class on time, and out of respect, those who arrive late are required not to interrupt