



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Hotel management									
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate study programme									
1.3. Course Short Name	HOMEN	1.7. Year of Study	3							
1.4. Course Code	TDM19335	1.8. Semester	Fifth / Winter							
1.5. Course Status	Obligatory in modul B		1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of teaching</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>		Type of teaching	Total hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to the posted schedule
	Type of teaching	Total hours								
	Lectures	15								
Exercises	15									

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Doris Peručić	2.6. Course Associates	Davorko Obuljen
2.2. Academic Rank	PhD	2.7. Academic Rank	Ph. D.
2.3. Teaching Rank	Associate Professor	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	doris.perucic@bernays.hr	2.9. Contact e-mail	davorko.obuljen@bernays.hr
2.5. Consultations	According to the published schedule	2.10. Consultations	According to the published schedule

### 3. COURSE DESCRIPTION

3.1. Course Objectives	Enable understanding of hotel organization through departments and hotel functions, including specific tasks of each department and function. Instruct students in event management, added value in a hotel, and managing of departments in specific types of hotels. Provide students with the knowledge and skills necessary to organize the work and report on the department's work and all other aspects of the management of a hotel's department.
3.2. Enrolment Criteria	There are no requirements for enrolment.



### 3.3. Learning Outcomes

LO1: Identify and explain the organizational structure of a hotel and functions, challenges and relations of different departments;  
LO2: Identify and use data and key performance indicators in the hotel industry;  
LO3: Show the specifics of managing each department and all functions of a hotel;  
LO4: Create and present a business plan and appropriate reports on the operation of hotel departments;

### 3.4. Course Content

1. Managing hotel's departments and functions: housekeeping department, front desk department, food and beverage department, marketing and sales, public relations, technical services department, security and protection of facilities, human resources, procurement, controlling.
2. How to improve sales in the food and beverage department. Franchising agreements and contract management.
3. Event management in a hotel: opening ceremony, meeting organization, organization of other events and exhibitions, VIP guests' stay. Added value management: quality management, corporate culture, culture of excellence, top-notch service, managing guest expectations, hotels and art.
4. Management of special hotel types: heritage hotel, wellness & spa hotel, gourmet hotel, boutique hotel, aparthotel, condo hotel and time share, creative hotels, hotel culinary schools.
5. Standards management.
6. Case studies.

### 3.5. Types of Class Activities

x	Lectures	x	Exercises		Field Trips		Multimedia and Network		Mentored Paper
x	Seminars and Workshops		Distance Learning	x	Independent Assignments		Laboratory		Misc.

### 3.6. Course Language

Croatian Language (the course holder retains the freedom to use case studies in English, if they have a greater value when used in English Language)

### 3.7. Student Obligations

Active participation in the teaching process, regular completion of homework and in-class exercises.

### 3.8. Monitoring Student Work and ECTS

1	Attendance		Written Exam		Seminar Paper	2	Preliminary Exam	1	Project
	Activities in Class		Oral Exam		Research		Essay		Other-Tasks

### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Attendance	10
2. Preliminary exam 1	30
3. Preliminary exam 2	30
4. Exercises	30
<b>Total points (classes + final exams)</b>	<b>100</b>

### 3.10. Obligatory Literature

1. Hayes, D. K., Ninemeier J. D. (2005). Upravljanje hotelskim poslovanjem. Zagreb: M plus.



## 3.11. Supplementary Literature

1. Fitzsimmons, J., Fitzsimmons, M. (2003). Service Management. Boston: McGraw Hill.
2. Michelli, J. A. (2008). The New Golden Standard. New York: McGraw-Hill.
3. Venison, P. (2005). 100 Tips for Hoteliers. New York: iUniverse, Inc.
4. Cerović, Z. Hotelski menadžment, Fakultet za turistički i hotelski menadžment, Opatija, 2003.

## 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires