

COURSE DESCRIPTION

SCHOOL: Business Administration & Economics		DEPARTMENT: Business Administration - Program of Tourism & Hospitality Management	
COURSE TITLE	Foundations of Hospitality Management	ACADEMIC YEAR	2013/2014
HOURS PER WEEK	4	ECTS CREDITS	7
LECTURER	Dr. Soultana Tania Kapiki		
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AIMS OF THE COURSE			
<p>The objectives of this course are to help students understand, organize, perform and manage effectively the service operations in 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, the student will become capable to:</p> <ul style="list-style-type: none"> ■ Identify and evaluate the current trends in the hospitality industry. ■ Be a successful seller of rooms and other services of a hotel. ■ Analyze the property's revenues and statistical data and take the proper decisions. ■ 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. 			

COURSE SYLLABUS
<p>This course will introduce students to service management 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 following topics:</p> <ul style="list-style-type: none"> ■ Tourism and Hospitality. Structure and trends in the hospitality industry. ■ Lodging management. The Hotel business. Integrated resorts. ■ Budgeting and business planning. ■ Revenue management. ■ Human Resources Management. ■ Property Management Systems (PMS). ■ Competitive Analysis. <p>Upon completion of the course students will understand and critically evaluate: strategies of hospitality management; development of new services; planning and evaluating operations.</p>

TEACHING METHODS
Power point presentations and class discussions, case studies, group projects, project presentations.
PREREQUISITES
Students should have basic knowledge on tourism and management.

ASSESSMENT METHODS
Students will be evaluated by one written research project: 70% of the final grade and project presentation

(Power Point format): 30% of the final grade.

BIBLIOGRAPHY

Books:

- Introduction to Hospitality Management**, John R. Walker (3rd edition), 2010
- Hospitality Today: An Introduction**, 7th Edition, Rocco M. Angelo and Andrew N. Vladimir, 2011
- 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, Allisha A. Miller, Pearson/Prentice Hall, 2012
- Hotel and Lodging Management: An Introduction**, 2nd Edition, Alan T. Stutts, James Wortman, 2005
- Hotel Operations Management**, Hayes, D. & Ninemeier, J. (2004), New Jersey: Prentice Hall
- 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
- Successful Service Operations Management (2nd edition), Metters, R., King-Metters, K., Pullman, M. & Walton, S. (2006), Ann Arbor, MI: South-Western
- Service Management: Operations, Strategy and Information Technology (4th Edition), Fitzsimmons, J., & Fitzsimmons, M. (2004), New York: McGraw-Hill
- Service Management and Operations, Haksever, C., Render, B., Russell, R. & Murdick, R. (2000), New Jersey: Prentice Hall
- Service Operations Management, Johnston, R. & Clark, G. (2001), London: Financial Times/Prentice Hall
- Handbook of hospitality operations and IT, Jones, P. (2008), Oxford: Butterworth-Heinemann
- The management of hotel operations, Jones, P. & Lockwood, A. (2004), London: Thomson.
- Operations Management, Slack, N, Chambers, S. & Johnston, R. (2004), Harlow, England: Financial Times/Prentice Hall.

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.4hoteliers.com/> (Hospitality, Hotel & Travel News)
- ✓ <http://www.unusualhotelsoftheworld.com> (Guide to unique and unusual hotel properties).