



COURSE INFORMATION

Course Title:

TOU503 Global Hospitality Operations

Semester:

Summer 2019

OVERVIEW

The Global Hospitality Operations (TOU503) is designed to provide students with an overview of fundamental issues facing managers in the hotel environment (e.g. profitability, productivity and quality). Designed for university and college graduates seeking a career in the tourism and hospitality sector, the program focuses on applied knowledge in the field of hospitality operations within a global economy, encompassing the planning and management of hospitality businesses of varying size and complexity. The course introduces students to the underlying concepts of production control, inventory policy, facilities planning, methods improvement and technological assessment.

TOU503 emphasises techniques and strategies for achieving successful performance by adopting an innovative approach based on current industry practice, recent research and theoretical studies to demonstrate how the management of hotels and departments can be made more effective. A focus on the application of critical thinking, multitasking, and problem-solving skills in demand by the hospitality industry is developed through the use of authentic case studies with leading industry partners and relevant industry technology. HOS001 teaches students how to apply teamwork and leadership skills, create strategies for supervising, motivating employees, and work as a team to achieve the goals and objectives of the hospitality workplace.

Graduates will gain business and management skills applicable to various hospitality sectors including accommodations, food and beverage, guest services and tourism. Students in TOU503 will be equipped with the knowledge and skills required to assume first-line supervisory and management positions in the evolving fast-paced rewarding world of the hospitality industry.

LEARNING OUTCOME

After successfully completing this course you should be able to:

1. Understand a framework for illustrating the management of hotel operations, ensuring informed and effective decisions are made based on the theory learned.
2. Demonstrate an understanding of the impact that an integrated and holistic approach to hotel operations can have on the success and profitability of the hospitality organisation.
3. Assess internal and external factors influencing the management of hotel operations.
4. Understand current best practice in relation to measuring the performance of hotel operations.
5. Discuss and present significant and contemporary operational issues in the international hotel industry.

CLASS HOURS



Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.

LEARNING RESOURCES

Suggested textbooks: Hospitality Operations

Title: Hotel Operations Management

Author(s): Hayes, D. K., & Ninemeier, J. D.

Publisher: 3rd edition, Pearson/Prentice Hall - 2nd Edition, Palgrave MacMillan

Year Published: 2016

Additional readings for each topic will be available on the mobile group application.

Supplementary materials utilized during the class:

1. Bardi, J. A. (2010). *Hotel front office management (5th.Ed)*. Hoboken, N.J: Wiley
2. Baum, T. (2006). *Human resource management for tourism, hospitality and leisure: An international perspective*. London: Thomson Learning
3. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2012). *Food and beverage management (5th ed.)*. Abingdon, Oxon: Routledge.
4. Guilding, C. (2014). *Accounting essentials for hospitality managers*. (3rd ed.), Oxon: Routledge.
5. Kotler, Philip., & Bowen, J.T. & Makens, James. C. (2014) *Marketing for Hospitality and Tourism (6th Ed.)*. Upper Saddle River: Boston. Pearson.
6. Mill, R. C. (2006). *Managing the lodging operation*. Upper Saddle River, NJ: Pearson/Prentice Hall
7. O'Fallon, M. J., & Rutherford, D. G. (2011) *Hotel management and operations (5th ed.)*. Hoboken, NJ: John Wiley & Sons.
8. Vallen, G.K., & Vallen, J.J. (2012) *Check-in check-out: Managing Hotel Operations (9th ed.)*. Prentice Hall.
9. Ivanova, M., Ivanov, S. and Magnini, V.P. (2016) *The Routledge Handbook of Hotel Chain Management*, Routledge

WEEKLY SCHEDULE

Week	Day	Topic	Reading
1	1	The Hotel Industry and Hotel Operations (Workshop): Introductions & Assessment Details Topic 1: Hospitality: a global perspective	Hayes, D. K., & Ninemeier, J. D
	2	Topic 2: Hotels: Operational & Supporting Functions	Hayes, D. K., & Ninemeier, J. D
	3	Operational Areas - Part 1 (Workshop): Topic 3: Guest Relations: Front Office & Concierge	Hayes, D. K., & Ninemeier, J. D
	4	Topic 4: Food & Beverage Management	Hayes, D. K., & Ninemeier, J. D
	5	Operational Areas - Part 2 (Workshop): Topic 5: Housekeeping & Inventory Management	Hayes, D. K., & Ninemeier, J. D



2	1	Topic 6: Engineering Maintenance & Security	Hayes, D. K., & Ninemeier, J. D
	2	Assessment Presentations	
	3	Supporting Functions - Part 1 (Workshop): Topic 7: Revenue Management	Hayes, D. K., & Ninemeier, J. D
	4	Topic 8: Sales & Marketing	Hayes, D. K., & Ninemeier, J. D
	5	Mid-term Exam: Reflective Essay	
3	1	Supporting Functions- Part 2 (Workshop): Topic 9: Technology, Information Systems & Accounting	Hayes, D. K., & Ninemeier, J. D
	2	Topic 10: Human Resource Practices	Hayes, D. K., & Ninemeier, J. D
	3	Assessment Presentations	
	4	The General Manager + Recap (Workshop): Topic 13: The General Manager and Stakeholder Responsibility Subject Recap	Hayes, D. K., & Ninemeier, J. D
	5	Final Exam	

ASSESSMENT

Assessment Task	Score Percentage
Class participation	10%
Hotel Departments Presentation	40%
Mid-term exam (Reflective Essay)	20%
Final Exam (Essay – Short Form Questions – Multiple Choice)	30%
Total	100%

DETAILS ON GRADE COMPONENTS

Note on assessment: Assessments Presentations will be based on team-work. Students will be asked to form teams. Team members are expected to work cooperatively as a group and will receive the same evaluation for their work regardless of the individual variation in their contribution. Assessment Presentations should highlight Topics in each of Parts 1-2.3.

Class Participation: Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.

NB: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. **Unexcused absence from three or more scheduled class sessions will be grounds for failure in this course.** If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.



Participation grades will be based on **quality** (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and **quantity** (consistency and regularity of performance).

Accordingly, **you are expected to read the related chapters before participating the class**. Be prepared to be called upon to “open” a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

2. ASSESSMENT PRESENTATIONS

Whereas a typical Hotel Management course may stop after giving you the intuition and the proof, TOU503 is designed to test student capacity to apply theory and concepts in practice. Thus, each team is required to regular Assessment Presentations.

- a) Assessment Presentations will start from Week 2. Assessment packs will be electronically delivered, and case assignment will be determined on a first-come first-served base.
- b) Students will be asked to challenge the topics as a team for in-class discussions. Although everyone is expected to come to the classes being prepared for discussion, the assigned teams are to formally present its analysis and lead a discussion. After presentation, each team is to upload its presentation materials on the designated electronic group app for other students to view.
- c) Evaluation will be based on the overall quality of the presentation – how rigorous, disciplined, creative and how much it is to the points in issue.

2a. TEAMS, ASSESSMENT PRESENTATIONS

1. Each team picks an issue/case/observation that they believe is a challenging economic or business phenomenon.
2. Each team meets regularly to bond, discuss, debate and finally come up with an interpretation/analysis of the issue it chose.
3. The team leader is to submit via email a one-page proposal containing the following by Week 1, Day 3.
 - a) Names of the team members
 - b) Tentative title of the presentation
 - c) Brief sketch on the idea/plan of the presentation
 - d) First and second preferred presentation times. The lecturer will then finalize the presentation schedules based on the students’ preferences and the topics of their projects. (When in conflict, it will be randomly determined.)
4. Each team has 25 minutes to present including Q&A. A written Assessment Presentation and or PPT is required.



5. Evaluation will be based on how rigorous, disciplined, and creative the analytical idea is from economics perspective. Time-management will also be an important assessment factor. All team members receive the same evaluation for the project regardless of the individual variation in their contribution.

MIDTERM AND FINAL EXAMS:

The Mid-Term Exam will consist of a 800-word essay (+ or – 10%) demonstrating the students reflections on the course subject matter and the particularities of departments, management and organization.

The Final Exam will consist of a short ‘issue specific’ 400-word essay (+ or – 10%) and a number of short form questions, true or false and multiple-choice questions.

NB: The careful and assiduous taking of notes during class, the annotation of reference material and the descriptive paragraphs for the topics in Parts 1-2-3 will mean that exam essays can be partially or completely written prior to the submission date. Time will be given by the instructor to guide students in their written exam. Advance notification must be given to the instructor in case of emergency or inadvertent events for an alternative exam time; otherwise a grade of zero (0%) will be given. **Late submissions are not accepted**

COURSE GRADING

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

CLASSROOM ETHICS & COURSE POLICIES

Being respectful of others’ opinions, values and culture. Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

Academic misconduct



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Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.