

Course Details:

Course Title: Hotel & Lodging Management

Course Code: THM-222

Program: BS T&HM 2K22

Credit Hours: 3

Pre-requisite: None

Sections: A

Course Description:

This course is designed to introduce students to the Hotel and Lodging Industry and to the art and science of managing its operations. It will provide them with the foundation needed to make smart decisions in Hotel and Lodging operations. This course is designed to provide students with an understanding of how and why guests need to be accorded priority in planning, implementing, and evaluating Hotel and Lodging operations. Additionally, students will learn to build business through effective marketing strategies, satisfy the service quality and demands of guests, and increase profits by maximizing productivity, and technology.

Course Learning Outcomes:

1. **Demonstrate** knowledge of Hotel and Lodging management theories and practices in hospitality
2. **Apply** strategy frameworks and concepts to understand challenges Hotel and Lodging management
3. **Build** skills and expertise in the operations of Hotel and Lodging management
4. **Develop** and deliver effective presentations utilizing appropriate interpersonal skills and audio / visual aids.
5. **Identify** the importance of teamwork in the context of Hotel and Lodging management.

Program Goals & Learning Objectives:

Goals & learning objectives of the BSTHM Program are:

Goal 1: Students will acquire knowledge to apply in real-world contexts

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Students will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									Midterm
CLO 2		✓								Final Exam
CLO 3						●				Presentation
CLO 4								●		Quiz

Legend: ✓ indicates mapped and assessed CLO, ● mapped but not assessed and x unmapped CLO.

Required Course Material:

Textbook (s):

- Hotel and Lodging Management: An Introduction, 2nd Edition
By Alan T. Stutts, James F. Wortman
- The Lodging and Food Service Industry, 7th Edition
By Gerald W. Lattin, Thomas W. Lattin

Journals:

- International Journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

Final Exam	35%
Midterm	25%
Final Project	15% (10 % Document + 5% Presentation)
Quizzes (3)	15%
Class Participation	10%

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Related CLOs
1	Introduction Classification of Lodging Industry The History of Lodging	Chapter1: Growth and Development of the Lodging Industry Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1)
2	Overview of Organizational Design Job Specialization The Organization of a Lodging Establishment	CHAPTER 2 Organizational Structure Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
2	Organization Reservations Registration Concierge Night Audit Checkout	CHAPTER 3 The Front Office Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
3	Housekeeping Staff Scheduling Inventory and Control Employee Safety	CHAPTER 4 Housekeeping Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
4	Loss Prevention The Security Department	CHAPTER 8 Loss Prevention and Security Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
5	Operational Control, Organizational Development, and Business Maintenance Total Quality Management 2 The Importance of Communication The Development of a	CHAPTER 9 The General Manager Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)

	Performance Culture		
6	Introduction Fundamentals KPIs of Revenue Management	CHAPTER 10 Revenue Management Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
7	Management Contracts Franchise Agreements	CHAPTER 11 Management Contracts and Franchise Agreements Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1)
8	History of the Time-Share Industry Resort Sales and Financing 289 Resort Amenities and Fees Management of a Vacation Resort Rules and Regulations of Vacation Ownership	Chapter 12 Time - Share and Vacation Ownership Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
9	<u>MID-TERM EXAM WEEK</u>		
10	Recreation and Leisure Activities Activity-Based Lodging Themed Lodging Unique Facilities Other Types of Nontraditional Lodging	CHAPTER 13 Resorts, Themed Lodging, and Special Lodging Environments Hotel and Lodging Management: An Introduction, 2nd Edition	(CLO#1) (CLO#2)
11	Meetings Incentives Conferences Exhibitions	MICE Industry Content will be provided	(CLO #4)
12	Organization Functional Areas Management	Cruise line Management Content will be provided	(CLO#1) (CLO#2)

13	Guest Speaker Session	TBA	
14	Ratios in Hotel & Lodging Financial Statements of a Hotel	Financial Management Content will be provided	(CLO#1) (CLO#2)
15	Presentations		(CLO # 3)
16	Presentations		(CLO # 3)
17		BUFFER WEEK	
18		<u>FINAL EXAM WEEK</u>	

Details of Assessments:

Quizzes:

This course will utilize 3 announced quizzes to measure the learning outcomes of each participant. Participants are therefore advised not to miss a class and remain prepared to perform well during the course. *Kindly note that there will be no make-up for missed quizzes.*

Final Project

Create an SME in the Lodging Industry from concept to operation (Bed & Breakfast, motel, campground, caravan park, nontraditional lodging). A business plan which could be used as a source document for funding purposes. Your work has to include the following

- Type of Operation (Name, Theme if any)
- Organization Chart and required task force
- Selected Location and why
- Products and services offered
- Target Market & Marketing Plan
- An all-inclusive Package
- Sustainable Practices
- How will you gain Competitive Advantage?
- Presentation

Document for the project carries 15 percent along with a presentation holding 5%. An initial draft of the project highlighting the type of operation will be due in the 10th week.

Due date of document submission: End of Week 14