



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Hotel management and Hospitality

Code - Course	580005 – Hotel operations management		
Course year	1	Credits	6 ECST
Thematic Area	Tourism management accommodation	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hores

BRIEF COURSE DESCRIPTION

The accommodation sector is a very changing and highly competitive sector. Therefore, many hotels decide to change their marketing strategy, restructure the organisation and reduce costs in order to obtain results. However, companies seldom have time to analyse the hotel departments in depth.

Each hotel has characteristic facilities and amenities to satisfy its clientele demands. It is very important to adjust the daily operations and the management systems to the available resources and to the services the hotel wants to offer. This way, the establishment proper functioning and the internal and external customers' satisfaction will be guaranteed.

This course unit will focus on the presentation of different working experiences that will be taking as models to compare. Students will learn to analyse and improve the processes of the different hotel departments.

GENERAL SKILLS

GS1 – Business oriented.

SPECIFIC SKILLS

SS1 – Design and implement marketing strategies that respond to new emerging business opportunities in the sector.

SS7 – Plan, coordinate and control the organizational processes and the service processes in all areas of management in hotel companies and restaurant businesses.

ACADEMIC CONTENT



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1. Design, organization and planning of the sales and marketing division in a hotel establishment.
2. Sales and marketing division control indicators.
3. Design, organization and planning of the F&B department in hotel establishment.
4. F&B department control indicators.
5. Design, organization and planning of the Front Office and the Housekeeping department.
6. Front Office and the Housekeeping department control indicators.

LEARNING METHODOLOGY

The learning methodology is based on presentations about practical experiences in designing, managing and planning processes in each of the different departments in a hotel. Students will study and analyse actual cases of hotel companies.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



Evaluation systems	Continuous	Single
Tasks done by the student	60 %	40 %
Final written exam	40 %	60 %

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

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FELIPE GALLEGO, J. (1996). Dirección estratégica en los hoteles del siglo XXI. McGraw-Hill Interamericana de España.

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KASAVANA, M ; BROOKS R. (1991). Managing Front Office Operations. Educational Institute of the American Hotel & Motel Association.

NINEMEIER, J. Planning and Control for Food and Beverage Operations. Educational Institute of the American Hotel and Motel Association. Second and Third Edition.

ITTMER P.; GRIFFIN G.G. Principles of Food and Beverage and Labor Cost Contracts. New York City Technical.

RIBERA J.; PRATS, M.J. (1996). Managing Service Operations, lessons from the service and the manufacturing sectors. Estudios y Ediciones. IESE.

CERRA, J ; DORADO, J.A ; ESTEPA, D ; GARCÍA, P. (1992). Gestión de Producción de Alojamientos I Restauración. Síntesis, S.A..

OLLER NOGUÉS, J. (1997). La creación I mejora de empresas turísticas. Deusto.