

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	
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Type:	Optional	ECTS credits:	6
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Year:	3	Code:	1481
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Teaching period:	Sixth semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	150
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

This course explores the core principles and practices the structure, organization and operation of a hotel and its departments. Its main purpose is to examine the operational efficiency of Room Division Department in the international hospitality. Understand, organize, perform, evaluate and manage the Front Office, Housekeeping and Sales functions are critical to the subject's success. In these cases this knowledge must be develop management aspects to facilitate strategic decisions.

GOAL

Students must understand the importance of a responsible operation structure the organization and responsibilities of the various departments of the hotel. They should be able to identify the size and scope of Room Division Operations, the key responsibilities of a Room Division Manager and recognize the manager's role in ensuring efficiency optimal interaction of the different departments implied.

All students should interiorize and acquire the knowledge of the critical elements of the operations and management of the Front Office, Housekeeping and Maintenance departments as key players to the hotel daily operations and the importance of its interaction with Sales and Revenue departments, in order for them to be able to infer future trends, take correct strategic decisions and generate competitive advantages to ensure the progress of the company and contribute to the development of business, increase of revenue and profit.

Alumni must know some of the basic operating ratios and the value of a purchasing schedule, be able to establish room rates, forecast room availability and budgeting. Furthermore they must understand the process of staff recruitment and understand the basics of sales and revenue.

PRIOR KNOWLEDGE

Students must know the fundamentals of the tourism business. They must be familiar with theoretical and practical concepts of lodging and food & beverage operations and cost control; and understand some of the basic operating ratios as well as the value of a purchasing schedule. It's also essential for students to have a global and particular overview of a service company in the fields of food and beverage, sales and management.

COURSE SYLLABUS

UNIT 1. THE LODGING INDUSTRY
UNIT 2. HOTEL ORGANIZATION
UNIT 3. FRONT OFFICE OPERATIONS
UNIT 4. FRONT OFFICE ACCOUNTING
UNIT 5. THE ROLE OF HOUSEKEEPING IN HOSPITALITY OPERATIONS
UNIT 6. PLANNING AND EVALUATING OPERATIONS
UNIT 7. REVENUE MANAGEMENT

EDUCATION ACTIVITIES

METHODOLOGY / LEARNING ACTIVITIES in-class **MASTER LESSON**: Unlike classical lecture, where the main weight lies on the teacher, in participatory lecture we want the student to pass from a passive to an active role, encouraging their participation. This requires a good structure of content, a professor clear exposition and be able to hold the attention and interest of the student, encouraging their participation and curiosity by giving suggestions, questions, readings, etc.

INDEPENDENT WORK. With this approach the student takes the initiative with or without the help of others (teachers, peers, tutors, mentors). He/She will search for their learning needs, formulate learning goals, identify the resources you need to learn, choose and implement appropriate learning strategies and evaluates the results of their learning. The teacher becomes the guide, facilitator and source of information that assists in the self-learning style. This methodology will be of particular interest for the development of skills related to self-research.

COOPERATIVE TEAM WORK: The number of students in our university we scheduled allows working in small groups. Cooperative team work is defined as "instructional strategies in which students are divided into small groups and are evaluated on group productivity", which puts both individual responsibility as positive interdependence, It's an American professional teamwork game.

CASE METHOD: Learning acquisition through case studies or actual management situations. This technique of active learning, focusing on research student on a real and specific problem, helps students acquire the basics for an inductive kind of study.

TUTORIAL SYSTEM ACTION: including interviews, focus groups, self-reports and tutorial reports.

RESEARCH: Finding information with a previous target from various sources and documents, analysis and synthesis of data and development of conclusions, alone or in collaboration with other researchers or departments

outside the classroom.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master Lesson 45h Case Study 10h Team work 5h	Personal study 60h Research and preparation of cases 15h Team work 10h Outdoor Activity 5h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To understand the different forms of leadership that an individual may possess and commit to the development of personal skills: temperament, character and personality.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To be able to interpret the financial statements of the company and to assess and manage costs as decision-making tools.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's

right and as a competitive advantage of marketing.

To develop the ability and skill of valuing times and costs; the economy of expenses, the use of products and the design of hotel menus and services using financial criteria.

LEARNING RESULTS

Designs and defines key skills of room division management in the field of room division department through case study

Plans and organizes the process of staff recruitment in front desk and housekeeping based on the particular needs analyzed

Designs the nature of the hotel experience and develops the consumer-product relationship by the case studies

Designs a room division department relating the need of the customer through case study .

Finds the state of the art trends through outdoor experience

Designs procedures for purchasing and storing taking into account the costs in the case study.

LEARNING APPRAISAL SYSTEM

STUDENTS WITH CONTINUOUS ASSESSMENT:

Every exam involved in continuous assessment shall be subject to the provisions of the Evaluation Grades in Business Administration Policy.

Written or oral tests, developmental, multiple choice or short answer: Weight 70%

Daily activities and exercises: Weight 10%

Individual and team work: 15%

Attendance, participation and activities in the classroom: 5%

Students will not pass the subject unless the exam has been passed with a score of 5 out of 10.

ACADEMIC EXEMPTION OR DISPENSATION:

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director, cannot attend the scheduled lessons will be evaluated just with the written theory exam and the practical case. In this case the written exam will weigh 75% and the practical case will weigh 25%.

STUDENTS OF SECOND OR SUBSEQUENT ENROLLMENTS:

The students of second or subsequent enrollments will have the two above mentioned options, it is mandatory to communicate to the chosen option to the professor at the beginning of the semester.

The student will not be able to pass the subject with just one assesment.

EXTRAORDINARY EXAM:

In this case the assesment criteria applied will be the same as the two previous ones.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

MANAGING FRONT OFFICE OPERATIONS, Ninth Edition, 2013 - Michael L. Kasavana