

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:	HOSPITALITY MANAGEMENT INFORMATION SYSTEMS
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Type:	Optional
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ECTS credits:	3
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Year:	4
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Code:	1490
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Teaching period:	Seventh 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:	75
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

Technological information systems allow hotels and restaurants a proper distribution, commercialisation and control over the wide variety of products they have on offer. These tools are fundamental for the hotels and restaurants to be competitive. This subject will allow the student to gain the knowledge and the basic skills that these systems require

GOAL

Develop the knowledge and skills to implement the use of the information technological systems. This goal will be achieved by the case studies, individual or team work using the advanced information tools that the students will use. Through them they will reach and give answer to real case scenario problems whether they are commercial, control or organisation cases

PRIOR KNOWLEDGE

The ones that the Degree requires

COURSE SYLLABUS

1. Informatic tools for hotel management and related projects
2. Programming and specialised software for hotel management: front desk, office, CMR (Customer Relationship Management), event organisation, bookings, income and revenue analysis, quality control management of accounting and bookkeeping.
3. Advance programming and software for restaurant management (food and beverage): sales terminal, stock management, personnel management, CRM and loyalty customer schemes, reports.

EDUCATION ACTIVITIES

PARTICIPATORY MASTER CLASS

The aim of this kind of lecture is to allow the student to become an important part of the lesson by interacting actively with the lecturers. This proactive attitude of the student gives a more agile and effective way of learning. The teacher will lead and guide the student, being the student himself to search independently. This methodology applies very well to develop the skills that the student will need for research

TEAM WORK IN SMALL CLUSTERS

The number of students at the university makes doable to organise the team work in a reduced number of individuals. Slavin states that small number of people working together in teams and assessed according to the productivity of the group itself will enhance the personal responsibility and positive interrelation between the members of the group

CASE METHOD

Research and analysis of a real case will help the student to reach the base for an inductive study

TUTORIAL ACTION SYSTEM

Includes group debate, interviews, self reports and follow up tutorial reports

RESEARCH

Search information from different sources and documents, analysis and synthesis from data plus summing up and developing conclusions

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours
Lectures 12h Case study with computing tools 17h Tutorial sessions 1h	Theoretical and practical study 45h

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 adopt a personal and institutional ethical commitment in the workplace.

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 always consider the customer as the *raison d'être* of the company.

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.

To become familiar with the professional situation of the sector and gain experience working in real environments and situations under formal regulations, demands and supervision.

LEARNING RESULTS

Understands the practical of the computing systems applied to hotels and restaurants to get more efficient use of time through the study of real cases

Checks, analyses and validates the practical results through the mock study cases proposed in the program

Plans rigorously the actions to put in place to get the goals that have been previously marked to offer a better service to the customer, as shown with case studies

Makes good use of the information technologies produced by the computing systems in the different areas of hotels and restaurants as assessed in real case studies proposed in the program

LEARNING APPRAISAL SYSTEM

Students of first enrolment

Written exam , test or short answers 70%
Daily assessment 10%
Assistance and class participation 15%
Practice assessment studies 5%

The student will not be able to pass the subject just by being successful in one exam

For the student has lost the right to get the on-going evaluation because of the number of absences(this number of absences should never be more than 20%) only the theory and practice grade will be taken into account for the final grade. In order to pass the subject the student will need to get more than five, for both theory and practice

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 programmed scheduled lessons will be marked just with the written theory exam and the practical one.

In this case the written exam will count 70% and the practice assessment exam a 30%

Students of second or subsequent enrolments

The students of second or subsequent enrolments will have the two options mentioned before, it is mandatory to communicate the professor at the beginning of the semester

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

Extraordinary examinations

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

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

AMADEUS SELLING PLATFORM AMADEUS (2009): "Amadeus Selling Platform: Manual del usuario. Ventas y Comercio Electrónico", Madrid

Madrid. González, L. y Talón P. (2006): Dirección Hotelera: Operaciones y Procesos, Ed. Síntesis

González, L. y Segovia, M. (2012): El Yield-Revenue Management en la gestión hotelera, Ed. Delta.

ÓPERA Dorado J.A.; Cerra, J. (2004): Manual de Recepción y Atención al Cliente, SÍNTESIS.