



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS

General information

Course title:	Management of Hospitality Enterprises
Course code:	38523
Studies in which the course is taught:	Study of Hospitality Management, study on regular basis
Course Instructor:	Silvija Vitner Marković, PhD., College professor
Course Assistant:	-
ECTS credits:	5
Semester of the course execution:	Fourth semester
Academic year:	2019/2020
Exam prerequisites:	Fundamentals of Tourism
Lectures are given in a foreign language:	English
Aims:	The aim of the course is to get students acquainted with the features of hospitality, especially in hotel industry. Also, the aim is to transfer the knowledge to the students necessary for the efficient operating of the hotel.

Course

Course structure	Number of contact hours per week:	Number of contact hours per semester:	Student's requirements by type of teaching:
Lectures:	2	30	attendance 80%
Tutorials:	2	30	attendance 80%
Practical (lab) sessions:			
Seminars:			
Field work:			
Other:			
TOTAL:	4	60	

Monitoring of students' work, knowledge evaluation and learning outcomes

(Define exactly six learning outcomes)	LEARNING OUTCOMES (upon completion of the course the student should be able to:)	FACTORS AFFECTING THE GRADE (e.g. term paper, practical work, presentation, ...)	MAXIMUM NUMBER OF POINTS PER FACTOR
	I1: explain the concept of marketing mix in hotel industry and interpret hotel SWOT analysis	Written exam Oral exam	Preliminary / Written exam - 60 points
	I2: distinguish the models of management in hotel industry and explain the importance of strategic planning and control	Written exam Oral exam	
	I3: analyse performance indicators in hotel industry and hotel market shares	Written exam Oral exam	Active participation during lectures- 10
	I4: analyse indicators of investment performance according to USALI analysis and specifics of yield management in hotel industry	Written exam Oral exam	
	I5: explain the elements of feasibility study in hotel industry	Written exam Oral exam	Final/oral exam- 30 points
	I6: analyse special hotel standards in Croatia and hotel loyalty programs	Written exam Oral exam	
Alternative formation of the grade	or alternative formation of the grade: I1 - I6 -		TOTAL: 100 points



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(I1 - I6)	
Students' competencies	Students will learn the specifics of the hotel organizational structure. They will be able to determine the type of the hotel company, appropriate organizational structure and professions needed for successful business. Students will learn to interpret operational indicators of hotel business performance and identify the potential benefits of projects in hotel business.

Prerequisites for course approval (lecturer's signature):	Min. 80% class attendance (lectures + tutorials)
Prerequisites for taking exams:	Lecturer's signature
Grading scale:	<p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 - fail (1) (F)</p> <p>Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade.</p>

ECTS structure

ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account:

Attendance (active participation)	Term paper	Composition	Presentation	Continuous assessment and evaluation	Practical work
Independent work	Project	Written exam	Oral exam	Other	
		3,5	1,5		

Review of topics/units per week associated with learning outcomes

Week	Lectures topics/units and learning outcomes:	Tutorials topics/units and learning outcomes:
1.	The concept of Marketing mix in hotel industry (I1)	The concept of Marketing mix in hotel industry (I1)
2.	Hotel SWOT analysis (I1)	Hotel SWOT analysis (I1)
3.	The models of management in hotel industry; structure of Croatian hotel market (I2)	The models of management in hotel industry; structure of Croatian hotel market (I2)
4.	The models of management in hotel industry; modern hotel companies (I2)	The models of management in hotel industry; modern hotel companies (I2)
5.	Strategic planning and control in hotel industry (I2)	Strategic planning and control in hotel industry (I2)
6.	Performance indicators in hotel industry - accommodation (I3)	Performance indicators in hotel industry - accommodation (I3)



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7.	Performance indicators in hotel industry - food and beverage (I3)	Performance indicators in hotel industry - food and beverage (I3)
8.	Analysis of hotel market shares (I3)	Analysis of hotel market shares (I3)
9.	Uniform System of Accounts for the Lodging Industry – USALI (I4)	Uniform System of Accounts for the Lodging Industry – USALI (I4)
10.	Indicators of investment performance according to USALI analysis (I4)	Indicators of investment performance according to USALI analysis (I4)
11.	Feasibility study in hotel industry (I5)	Feasibility study in hotel industry (I5)
12.	Yield management in hotel industry (I4)	Yield management in hotel industry (I4)
13.	Special hotel standards in Croatia: Business, Meetings, Congress, Club, Casino, Holiday Resort, Coastline Holiday Resort, Family (I6)	Special hotel standards in Croatia: Business, Meetings, Congress, Club, Casino, Holiday Resort, Coastline Holiday Resort, Family (I6)
14.	Special hotel standards in Croatia: Small & Friendly, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel (I6)	Special hotel standards in Croatia: Small & Friendly, Senior Citizens, Health & Fitness, Wellness, Spa, Diving Club, Ski, Hotel for Disabled Persons, Bike hotel (I6)
15.	Hotel loyalty programs (I6)	Hotel loyalty programs (I6)

References

REFERENCES (compulsory/additional):

1. Ninemeier, J. D., Hayes, D. K., Hotel Operations Management, Prentice Hall, 1st edition New Jersey, 2004

Exams for the academic year: 2019/2020

Exam dates: According to the schedule of exams for academic year 2019/2020

Contact information

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