



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, full time study / study on regular basis
Course Instructor:	Silvija Vitner Marković, PhD., College professor
Course Assistant:	-
ECTS credits:	5
Semester of the course execution:	Third 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 hospitality and hospitality enterprises	Written exam Oral exam	Preliminary / Written exam – 60 points Active participation during lectures- 10 Final/oral exam- 30 points
	I2: distinguish the types of accommodation facilities and describe their characteristics	Written exam Oral exam	
	I3: explain the hotel operating departments	Written exam Oral exam	
	I4: explain the importance of market positioning of the hotel as a precondition of successful hotel business	Written exam Oral exam	
	I5: explain the role of the reservation system in the hotel business	Written exam Oral exam	
	I6: explain the importance and the role of guest safety, property security and new technologies in the hotel business	Written exam Oral exam	
Alternative formation of	or alternative formation of the grade: I1 - I6		TOTAL: 100 points



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS

the grade (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.

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.	Definition of Hospitality and Hospitality Enterprises. I1	Definition of Hospitality and Hospitality Enterprises. I1
2.	Types of Basic Accommodation Facilities (according to OECD). I2	Types of Basic Accommodation Facilities (according to OECD). I2
3.	Types of Complementary Accommodation Facilities (according to OECD). I2	Types of Complementary Accommodation Facilities (according to OECD). I2
4.	Hotel Operating Departments, Organizational Chart of the Hotel. I3	Hotel Operating Departments, Organizational Chart of the Hotel. I3
5.	Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service). I3	Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service). I3
6.	Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry etc.). I3	Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry etc.). I3



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS

7.	Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen). I3	Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen). I3
8.	Other Hotel Facilities. I3	Other Hotel Facilities. I3
9.	Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.). I3	Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.). I3
10.	Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.). I3	Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.). I3
11.	Market Positioning of the Hotel. I4	Market Positioning of the Hotel. I4
12.	Global Distribution Systems and Hotel Industry. I5	Global Distribution Systems and Hotel Industry. I5
13.	Guest Safety and Hotel Security. I6	Guest Safety and Hotel Security. I6
14.	Guest Safety and Hotel Security - Standard of Reasonable Care. I6	Guest Safety and Hotel Security - Standard of Reasonable Care. I6
15.	Hotel Industry and New Technologies. I6	Hotel Industry and New Technologies. 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

1. Course Instructor/Lecturer:	Silvija Vitner Marković, PhD., College professor
e-mail:	silvija.vitner@vuka.hr
Office hours / Consultations:	Wednesday, 15.00 -16.30 h, Gimnazija Karlovac