

## SYLLABUS

Course basic data			
Academic unit:	Faculty of Tourism and Environment		
Course title:	Hotel Management		
Level:	Bachelor		
Course status:	Mandatory		
Year of study:	III		
Number of hours per week:	3		
Value in credits - ECTS:	5		
Time / location:			
Course leader:	Prof. Ass. Dr. Alberta Tahiri		
Contacting details:	<a href="mailto:alberta.tahiri@ushaf.net">alberta.tahiri@ushaf.net</a>		
<b>Course description:</b>			
	<p>The course "Hotel Management" presents a summary in terms of knowledge related to hotel management, respectively provides a content of the hotel development process as a discipline in itself. Provides students with theoretical and professional training. Since the hotel industry is part of the service sector, and then the importance of this sector in the country's economy as a whole is given.</p>		
<b>Course aims:</b>			
	<p>This course aims to prepare and train students who in the future can be included in the labor market, respectively in the hotel services sector. The importance here lies in being able to run a hotel or be part of the staff of various hotels where they can display their professional skills and abilities. Also, it aims to study and compare the development of hotels in the world and in our country, providing knowledge on the hotel services sector in Kosovo and on the categorization of hotels by stars.</p>		
<b>Learning outcomes:</b>			
	<p>At the end of this course students should be able:</p> <ul style="list-style-type: none"> <li>▪ To know the concepts of hotel management;</li> <li>▪ To understand the development course of the hotel services sector;</li> <li>▪ To gain knowledge about the structural organization of hotels and the role of hotel managers and leaders;</li> <li>▪ To understand the importance of different departments operating within hotels;</li> <li>▪ To know the hotel services market of our country;</li> <li>▪ To have access to future research in the hotel sector.</li> </ul>		
<b>Contribution in Student's learning (should correspond with Students learning outcomes)</b>			
<b>Activity</b>	<b>Hrs</b>	<b>Days/weeks</b>	<b>Total</b>

Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
<b>Total</b>			<b>125</b>
<b>Teaching methodology:</b>			
	Lectures and exercises combined with case studies and class discussions, seminar papers, discussions, group work, etc.		
<b>Assessment methods :</b>			
	First test: 0-30% Second test: 0-30% Exercises, seminars: 0-20% Scientific research: 0-10% Interactivity: 0-10% Final exam: 100%  The final exam is evaluated with 100% of the grade. The exam consists of questions with possible answers, open-ended questions, and a case study.		
<b>List of references</b>			
<b>Basic literature:</b>			
	Denney G. Rutherford & Michael J. O'Fallon, "Hotel management and operations", Fourth edition, John Willey & Sons, Inc., New Jersey, 2007		
<b>Additional literature:</b>			
	<ul style="list-style-type: none"> <li>▪ A. M. Shellaa, "Economics of hotel management", New Age International (P) Limited, Publishers, New Delhi, 2002.</li> <li>▪ Enda M. Larkin, "How to run a great hotel: Everything you need to achieve excellence in the hotel industry", How To Books Ltd, United Kingdom, 2009.</li> </ul>		
<b>Lectures timeline:</b>			
<b>Week</b>	<b>Lectures</b>		
<b>Fist week:</b>	Presentation of the syllabus and general introduction to the		

	subject
<b>Second week:</b>	The hotel development process The art and science of opening a hotel
<b>Third week:</b>	Hotel organization structure
<b>Fourth week:</b>	A conceptual framework of the hotel general manager's job Grooming future hospitality leaders: a competencies model
<b>Fifth week:</b>	The electrifying job of the front office manager A day in the life of the front office manager
<b>Sixth week:</b>	Housekeeping organizations: their history, purpose, structures, and personnel
<b>Seventh week:</b>	First test
<b>Eighth week:</b>	The hotel engineering function: organization, people, and issues in the modern era
<b>Ninth week:</b>	Managing food and beverage operations in lodging organizations
<b>Tenth week:</b>	Strategic alliances between hotels and restaurants The organization and management of hotel beverage operations
<b>Eleventh week:</b>	Building market leadership: marketing as process
<b>Twelfth week:</b>	Hotel sales organization and operations
<b>Thirteenth week:</b>	The lodging chief financial executive Budgeting and forecasting: current practice in the lodging industry
<b>Fourteenth week:</b>	Driving hospitality into the future The causes and consequences of turnover in the hospitality industry
<b>Fifteenth week:</b>	Second test

**Academic policies and rules of conduct:**

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.