

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

REVENUE MANAGEMENT - YIELD		
BA 1010		
BACHELOR		
2015.2016		
5		
2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

A solid understanding of revenue management’s key concepts and the selective application of its most effective strategies and tactics have become mission critical for most hospitality operations. This NEW book explores the applicability of revenue maximization strategies and their operational aspects. This short course provides students with an overview of this important discipline and is an ideal supplement to a marketing, front office, or general operations class.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, principles of front office and marketing.

FINALCOMPETENCIES/LEARNING OUTCOMES

- Define revenue management and identify the basic steps of the revenue management process.
- Outline the brief history of revenue management and why it has become important.
- Identify and describe the business traits that allow for the best use of revenue management.
- Identify, define, and calculate several important internal performance measures that help to evaluate the results of operation.
- Describe the purpose of a competitive set and the factors one must consider when creating one properly.
- Calculate market share and penetration indexes and explain what they reveal.
- Identify potential sources of market intelligence.
- Discuss the significant challenges that beset most forms of measurement and the efforts to interpret measurement results.
- Explain how revenue management relies on forecasting and detail elements and components of forecasting that relate to revenue management. Identify and describe the various components of tactical rate management.
- Identify three tactics that can be used to maximize revenue by controlling the length of guest stays.
- Define capacity management and how it is used in revenue management.
- Describe and perform a displacement analysis.
- Describe the role that differentiation plays in demand generation and the most frequently used differentiation strategies.
- Identify and describe several marketing concepts that play a significant role in strategic revenue management efforts.
- Outline critical considerations involved in strategic pricing decisions.
- Describe the nature and significance of revenue streams management.
- Explain the nature, process, and purposes of creating packaged products.
- Identify and describe various distribution methods and channels and explain why distribution channel management is important to a hotel’s success.
- Describe automated revenue management systems, including their capabilities and the cultural and system-integration challenges they present to hotels.
- Explain how the revenue manager position evolved, and identify typical tasks and competencies of revenue managers.

SYLLABUS CONTENT

What is revenue management • Measurement • Tactical revenue management • Strategic revenue management • Revenue management's place in hotels

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

Written report and presentation.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

2. RESEARCH ASSIGNMENTS

- FWP (ECTS) Yearly development 30% + Jury/final presentation 70% Value of 100%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Reports and Dissertation.
- Workshop Assignment + Companion Materials: Videos and In Basket

LEARNING RESSOURCES

ESSENTIAL

- Banker, Rajiv D., Gordon Potter, and Dhinu Srinivasan. "Association of Nonfinancial Performance Measures with the Financial Performance of a Lodging Chain." *Cornell Hotel and Restaurant Administration Quarterly*
- Ingold, Anthony, Una McMahon-Beattie, and Ian Yeoman, *Yield Management: Strategies for the Service Industries*.
- Kasavana, Michael L., and Richard M. Brooks. 2005. *Managing Front Office Operations*. Lansing
- Canina, Linda, and Cathy A. Enz, *Why Discounting Still Doesn't Work: A Hotel Pricing Update*
- Enz, Cathy A. "Hotel Pricing in a Networked World." *Cornell Hotel and Restaurant Administration Quarterly*
- Enz, Cathy A., and Linda Canina. "An Examination of Revenue Management in Relation to Hotels' Pricing Strategies

RECOMMENDED

- Bender, D. "12 Technologies and Trends that Are Transforming Digital Marketing." *HSMIAI Marketing Review*
- Burns, J., and J. Inge. *Hold Your Horses! Getting a Grip on the Reins of Distribution Channel Management*
- Coy, J., and B. Haralson. *Hotel Waterpark Resort Industry Report*
- Enz, C. A., and L. Canina *An Analysis of Revenue Management in Relations to Hotels' Pricing Strategies*.CHR Reports
- Enz, C. A., and G. Withiam. "Evolution in Electronic Distribution: Effect on Hotels and Intermediaries
- Green, C. E. "De-Mystifying Distribution: Building a Distribution Strategy One Channel at a Time *HSMIAI Marketing*
- Haley, M., and J. Inge *Revenue Management: It Really Should Be Called Profit Management*." *Hospitality Upgrade*
- *The Basics of Revenue Management Integrated Decisions and Systems, Inc*

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

MARKETING PRINCIPLES		
BA 1011		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

This course is designed to provide students with basic knowledge and practical experience which will enable them to develop strategic marketing plans for hotel restaurant, and lodging properties. This course explores marketing as a philosophy of hospitality operations, a way of hospitality business life, and an activity pervading all hospitality decisions and actions. This course is designed to provide students with basic knowledge and practical experience which will enable them to develop strategic marketing plans for hotel restaurant, and lodging properties. This course explores marketing as a philosophy of hospitality operations, a way of hospitality business life, and an activity pervading all hospitality decisions and actions. This course is designed to meet the marketing challenges of tomorrow's dynamic and competitive hospitality marketplace. The course explores marketing as a philosophy of hospitality operations, a way of hospitality business life, and an activity pervading all hospitality decisions and actions. Examples of successful marketing efforts for hotels, restaurants, and clubs show how marketing principles and concepts apply in actual hospitality situations. Topics such as entrepreneurship, creativity, service gaps, moments of truth, and future guests set this course apart. Case studies, Internet resources, and interviews with global hospitality professionals provide valuable information for hospitality marketing success. Product development and management as a key component of marketing strategy will be examined. Emphasis will be placed on conceptual as well as decision-making aspects. The roles of creativity, innovation and technology are included. The course examines the key differences between a "product" and a "service," and the special challenges of marketing services. Services-based market planning, marketing mix, core marketing strategies and trends in services are the major concepts of this course.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English.

FINALCOMPETENCIES/LEARNING OUTCOMES

- Explain how marketing activities in the hospitality industry address the needs of many different types of buyers.
- Describe the value of segmentation for marketing in the hospitality industry.
- Describe and differentiate the characteristics of business and pleasure travel market segments.
- Describe channels of distribution within the hospitality industry.
- Describe vertical, horizontal, backward, and forward integration in the hospitality industry.
- Explain why hospitality companies need flexible marketing strategies.
- Describe how marketing efforts benefit from a zero-base budgeting process.
- Explain the purpose of marketing research and describe types of marketing research.
- Describe common sales tools and procedures used in hotel sales departments.
- Identify the role of customer service within marketing..
- Discuss the hierarchy of customers.
- Summarize advertising types and themes, and describe examples of hospitality industry advertising campaigns.
- Describe public relations.
- Explain the keys to successful promotions.
- Describe the origins of data base marketing and summarize keys to successful data base marketing.
- Summarize the role of electronic marketing.
- Define "packaging," and explain packaging benefits to consumers and hospitality firms.

- Describe types of collateral materials used in the hospitality industry.
- Define "pricing," and explain the importance of offering consumers price ranges and choices in hospitality products and services.
- Give examples of how pricing strategies and yield management are used to maximize revenue.
- List the major components of a marketing budget.
- List the elements of a marketing plan.
- Identify and describe the major federal laws that pertain to hospitality marketing.

SYLLABUS CONTENT

Understanding the hospitality industry • Market segmentation and the hospitality industry • Positioning in line with consumer preferences • The channels of distribution • Consumer and marketing principles • Applying key marketing methodologies: marketing research • Applying key marketing methodologies: sales • Applying key marketing methodologies: customer service • Applying key marketing methodologies: advertising • Applying key marketing methodologies: public relations • Applying key marketing methodologies: promotions • Applying key marketing methodologies: packaging • Applying key marketing methodologies: collateral materials and promotional reports • Applying key marketing methodologies: database marketing • Applying key marketing methodologies: electronic marketing • Applying key marketing methodologies: understanding rates and fares • Applying key marketing methodologies: pricing strategies • Applying key marketing methodologies: revenue maximization • practical ways to maximize marketing • the marketing budget • the hotel marketing plan • corporate/multi unit marketing plan • marketing and the law • marketing, research and operations • the new paradigm

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | |
|----------------------------------------------------------------------------------------------------|--------------|
| ○ By module , entitled Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled Progress test and term papers | Value of 20% |
| ○ By module , entitled Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Workshop Assignment + Companion Materials: Videos and In Basket

- Sales a Winning Formula
- Competitive Edge: Sales Strategies for Small Properties
- Marketing Management
- Communication and Channel Systems in Hospitality Marketing

LEARNING RESSOURCES

ESSENTIAL

- Contemporary Hospitality Marketing Research – Bob Brotherton – John Wiley & Sons Publishing

RECOMMENDED

- Benchmarks in Hospitality and Tourism – Sungsoo Pyo – Haworth Publishing
- Hospitality Marketing Management – Robert D. Reid & David C. Bojanic – John Wiley & Sons Publishing
- Marketing Hospitality and Tourism – Ph. Kotler, Bouwen & Makens – Prentice Hall Publishing
- Marketing Management for the Hospitality Industry – Reich - John Wiley & Sons Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

ACCOUNTING FOR HOTELS AND RESTAURANT		
Ba 1012		
BACHELOR		
2015.2016		
4		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

This course presents basic financial accounting concepts and explains how they apply to the hospitality industry. This course provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that result in the production of financial statements. Accounting I is designed to acquaint students with the nature and purpose of accounting, the accounting cycle, including preparation of financial statements, accounting systems design as they pertain to specialized journals, cash, accounts receivables and inventories. Students are exposed to basic accounting procedures in the areas of fixed assets, partnerships, corporations, payroll systems and controls, accounting principles and preparation of the statement of cash flows.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English.

FINALCOMPETENCIES/LEARNING OUTCOMES

- Explain the fundamental function and purpose of accounting the differentiate between bookkeeping and accounting and the purpose of generally accepted accounting standards, and describe the generally accepted accounting principles covered in the text.
- Describe the proprietorship, partnership, limited liability company and corporate forms of business organization and their advantages and disadvantages.
- Describe the purpose of the basic financial statements prepared by hospitality businesses, and explain when they are prepared.
- Identify the criteria that determine whether a certified public accountant (CPA) is independent, and describe the independent CPA's role in the preparation of financial statements for external users.
- Describe the purpose of a chart of accounts and its function in an accounting system.
- Identify and explain the technical and long forms of the accounting equation. Identify the five major account classifications, and describe the categories and common accounts within each classification.
- Explain the perpetual and periodic inventory systems and the bookkeeping accounts and accounting methods used in the systems.
- Define and describe business transactions, and analyze a variety of typical transactions.
- Describe double-entry accounting and the role of journals, bookkeeping accounts, and the general ledger in recording business transactions.
- Define the terms debit and credit, and list the basic rules governing the proper application of debits and credits in relation to the major account classifications and to contra accounts.
- Identify the basic steps used in recording business transactions in a two-column general journal.
- Describe an accounting system and its objectives, explain the purpose of accounting records, and explain how a general journal and special journals are used.
- Define journalizing, posting, footing, and cross-footing, and describe the journalizing and posting processes.
- List and explain the basic steps involved in the month-end accounting process, including the completion of the worksheet and the preparation of financial statements, and identify and describe the steps in the closing process.
- Explain the basic characteristics and functions of computer hardware components and software, and discuss specific computer applications in the hospitality industry.
- Describe unique features of restaurant accounting and unique features of hotel accounting.

- Read and analyze financial statements. Explain merchant accounts and describe point-of-sale systems.
- Discuss the importance of budgeting and forecasting; describe variable, fixed, and semi-variable expenses; and explain the breakeven point.
- Discuss what is involved in starting a business, explain the start-up assistance and resources that are available for small businesses, and describe the franchise option.

SYLLABUS CONTENT

Accounting: a management resource • business formation: important decisions • survey of financial statement • exploring the balance sheet • exploring the income statement • the bookkeeping process • computerized accounting systems: an introduction • computerized accounting cycle • restaurant accounting and financial analysis • hotel accounting and financial analysis • depreciation and amortization methods • how to analyze hospitality financial statements • annual report for shareholders • credit and debit cards • introduction to budgeting and forecasting • international control of cash • business math topics for hospitality managers

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Reports and Dissertation.
- Workshop Assignment + Companion Materials: Videos and In Basket
- Exercises in Accounting (Practice accounting procedures and transactions)

LEARNING RESSOURCES

ESSENTIAL

- Accounting and Financial Management in the Hotel and Catering Industry Volume I – Peter Harris & Peter Hazzard – Northwood

RECOMMENDED

- Uniform System of Account for the Lodging Industry – AH&LA Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)****MANAGING FOOD AND BEVERAGE OPERATIONS****BA 1013****BACHELOR****2015.2016****3****1 + 2****60****41****101****Major****ROOMS DIVISION****ON CAMPUS****COURSE DESCRIPTION/**

The course presents principles and theories to support and reinforce the practical aspects. Provides a basis for understanding the various challenges and responsibilities involved in managing a food and beverage operation. Provides students with the practical knowledge needed to manage a bar or beverage operation. Students master the basics of food production, learn many creative ideas, and understand not only how to use ingredients and processes, but why they are used. Describes essential knowledge for understanding professional culinary preparation, Food & Beverage Management is an introductory course designed to acquaint the student with the management problems of the food and beverage industry. The course lays the groundwork that will help students make smart decisions in commercial and institutional food & beverage operations. Students see how: increase profits by maximizing service, efficiency, productivity and technology; satisfy the food-quality and nutritional demands of today's guests; build business through effective marketing strategies. This course helps also the students to gain a thorough understanding of how to deliver the responsible alcohol service demanded in today's society. Students also see how to balance marketing, merchandising and control objectives, effectively plan the business, and select and train employees as well as details on all of the practical, day-to-day beverage service procedures that bring guests back and prevent problems

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English.

FINALCOMPETENCIES/LEARNING OUTCOMES

- Explain the difference between commercial and noncommercial food service operations and describe examples of each.
- Describe the three levels of management and identify the various production and service positions in a food and beverage operation.
- Explain organization charts and the various organizational structures that can be found in food and beverage operations.
- Describe the steps involved in the management process and describe a manager's interactions with primary and secondary groups.
- Explain marketing in terms of providing guest-pleasing service and discuss the elements and importance of feasibility studies, marketing research, and marketing plans.
- Discuss nutrition and special dietary concerns as they relate to the food service industry and contrast the nutritional concerns and obligations of commercial and noncommercial operations.
- Describe menu pricing styles, menu schedules, menu types, and the menu planning process.
- Explain how a menu dictates operations in a food and beverage establishment and describe its importance as a marketing tool.
- Explain how to create and use standard recipes.
- Determine standard food and beverage costs and describe the main subjective and objective pricing methods.
- Describe the roles purchasing, receiving, storing, and issuing play in food and beverage service and describe the role of technology in these processes.
- Identify the major functions and basic principles of food production.
- Describe the uses of and major production methods for various food products used in food service operations.

- Identify and describe the types of service that food and beverage operations can provide and explain how to provide excellent guest service.
- Describe procedures for serving alcoholic beverages with care.
- Identify causes of and ways to prevent accidents and food-borne illnesses in food service operations.
- Describe the factors involved in facility design and equipment selection for a food and beverage operation.
- Explain and describe the various financial statements and ratios used by food and beverage operations.
- Describe the types of financial management software that are available to food service managers

SYLLABUS CONTENT

The food service industry • organization of food and beverage operations • fundamentals of management • food and beverage marketing • nutrition for food service operations • the menu • standard product cost and pricing strategies • preparing for production • production • food and beverage service • sanitation and safety • facility design, layout and equipment • financial management

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Reports and Dissertation.
- Workshop Assignment + Companion Materials: Videos and In Basket
- Food and Beverage Quality Service Skill
- Supervisory Skill Builders for Restaurant and Foodservice Operations
- Case studies in Commercial Food Service Operations
- Controlling Alcohol Risk Effectively

LEARNING RESSOURCES

ESSENTIAL

- Management of Food and Beverage Operations, Fourth Edition, by Jack D. Ninemeier

RECOMMENDED

- Bar and Beverage Management – Lendal H. Kotschevar & Mary L. Tanke
- The Art and Science of Culinary Preparation – Jerald W. Cheeser

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LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

FRONT OFFICE OPERATIONS		
BA 1015		
BACHELOR		
2015.2016		
5		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

This course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. The course also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management. Front office procedures and management are placed within the context of the overall operation of a hotel. This course is designed to familiarize the student with the rooms division of the hotel. Emphasis will be placed on various front office functions: forecasting, reservation procession and guest registration, night audit and check-out procedure. The student will further be instructed in all aspects of the unique relationship between the front office and the other departments of the hotel. New case studies and the most current real-world examples will help the student to understand: the role of each staff member in maintaining quality service, the strategy to keep the front office profitable, the guest safety and key control guidelines that must be part of daily procedures and the impact of the latest technology. The course covers how to understand, organize, perform, and evaluate all of the front office functions so critical to the success of a hotel. Includes automation and computer applications throughout all aspects of the guest cycle and covers: maximize profits in establishing room rates, forecasting room availability, budgeting and using yield management techniques; handle all phases of personnel including recruiting, selecting, hiring, orienting, training, scheduling and motivating; work effectively with today's multicultural labor force; increase revenues by incorporating sales techniques into the reservations process.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, principals of marketing

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Classify hotels in terms of their ownership, affiliation, and levels of service.
- o Describe how hotels are organized and explain how functional areas within hotels are classified.
- o Summarize front office operations during the four stages of the guest cycle.
- o Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
- o List the seven steps of the registration process and discuss creative registration options.
- o Identify typical service requests that guests make at the front desk.
- o Explain important issues in developing and managing a security program.
- o Describe the process of creating and maintaining front office accounts.
- o Identify functions and procedures related to the check-out and account settlement process.
- o Discuss typical cleaning responsibilities of the housekeeping department.
- o Summarize the steps in the front office audit process.
- o Apply the ratios and formulas managers use to forecast room availability.
- o Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.
- o Identify the steps in effective hiring and orientation.

SYLLABUS CONTENT

The lodging industry• hotel organization• front office operations• reservations• registration• communications and guest service• security and the lodging industry• front office accounting• check-out and account settlement• the role of housekeeping in hospitality operations• the front office audit• planning and evaluating operations• revenue management• managing human resources

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

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METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- Front Office Quality Service Skills
- Performance Training for Front Desk Employees
- Case studies in Front Office Management
- Going The Extra Mile: Service Skills for Front Desk Employee

LEARNING RESSOURCES

ESSENTIAL

- Managing Front Office Operations, Seventh Edition, by Michael L. Kasavana, Ph.D., and Richard M

RECOMMENDED

- Effective Revenue Management Strategies – Competitive Edge
- Accommodation Management – Jones & Paul
- Principles of Front Office Operations – Baker & Bradley
- Guest craft Front of House Operations – Ann Thurnhurst

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LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

SECURITY, SAFETY AND LOSS PREVENTION		
BA 1016		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

Explains the issues surrounding the need for individualized security programs, examines a wide variety of security and safety equipment and procedures, discusses guest protection and internal security for asset protection, explores risk management and loss prevention issues, and outlines OSHA regulations that apply to lodging properties. Because security is such a vital issue in today's hospitality industry this course is designed to familiarize the student with the proven strategies that protect employees and guests and help prevent potential lawsuits. Students are exposed to basic procedures in the areas of: setting up the security program security equipment, covering guests concerns, departmental responsibilities in guest and asset protection, protection of funds, emergency management and additional management responsibilities and concerns.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, principals of marketing

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Discuss legal concerns in providing safe and secure accommodations for guests.
- o Identify preliminary considerations in setting up a security program, including the importance of law enforcement liaison and security training.
- o State the various methods of security staffing, noting the potential strengths and weaknesses of each method.
- o Identify and explain the functions of a wide variety of security equipment, including physical security systems, surveillance systems, communication systems, alarm systems, and guestroom security equipment such as locks.
- o Identify and explain the purposes of security procedures that deal with guest protection and internal control. Procedures are discussed generally and on a department-by-department basis, with special emphasis placed on handling special guests and events.
- o Explain the value of and procedures for accurate report writing and recordkeeping.
- o Discuss the elements of and need for protecting the accounting function, including accounting control and cashiering procedures, credit policies, computer security, and an internal audit program.
- o Contribute to the development of an emergency management program that deals with bombs and bomb threats, fires, hurricanes, tornadoes, floods, earthquakes, blackouts, robberies, medical emergencies, terrorism, and working effectively with the media in the event of an emergency situation.
- o Discuss the elements of a risk management program, appropriate insurance coverage for lodging operations, claims management, and the importance of an ongoing safety committee.
- o Identify many Occupational Safety and Health Act regulations that contain information important to lodging property managers and personnel.

SYLLABUS CONTENT

Security and the lodging industry• security equipment• security procedures covering guest concern• departmental responsibilities in guest and asset protection• the protection of funds• emergency management and media relations• risk management and insurance

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | |
|----------------------------------------------------------------------------------------------------|--------------|
| ○ By module , entitled Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled Progress test and term papers | Value of 20% |
| ○ By module , entitled Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- Fire safety Prevention and Response
- Addressing workplace violence in the lodging industry
- Planning for emergency
- Key control and guest privacy today
- Patrolling, Investing, and Documenting in the Lodging Industry

LEARNING RESSOURCES

ESSENTIAL

- Internal Control & Fraud Prevention in Hospitality Operations – Kevin Baker

RECOMMENDED

- Complementary Literature Assignment
- Contemporary Lodging Security – Mark Beaudry
- Tourism, Crime and International Security Issues

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

COMPUTER SYSTEM TECHNOLOGY AND EXCEL PRACTICE FOR HOSPITALITY		
BA 1014		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

The course provides an overview of the information needs of lodging properties; addresses essential aspects of computer systems, such as hardware, software, and generic applications; focuses on computer-based property management systems for both front office and back office functions. The course focuses on property management systems, it's a computer based approach to hospitality management problems designed to give students insight into the use of computer applications for rooms division functional areas. The case study approach using real data will be utilized to enhance realism in the classroom and computer laboratory, and improve critical thinking and decision-making skills of students. The OPERA HOTEL MANAGEMENT SYSTEM is a completely integrated package designed to maximize the efficiency of all type of hotel's operation. OPERA's uniform and friendly user-interface means that students can learn the computer system quickly. Simple operation of the software is instrumental in the design of OPERA. Students are exposed to professional procedures in the areas of: reservation module, group allotment administration, yield management, rate availability, packages, leisure management module, check-in and check-out procedures, guest history, guest accounting, cashier function, deposit accounting, city ledger, rooms management, function keys, reporting system, night audit, setup and maintenance, concierge programme, interfaces and, technical minimal requirements.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English.

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Identify common technology systems used in hospitality operations.
- o Identify and describe features of the three major components necessary for a complete computer system- input/output devices, a central processing unit, and external storage devices.
- o Describe the various ways in which hospitality businesses use technology to gain and process reservations.
- o Identify and describe the elements of a room management module.
- o Identify and describe the elements of a guest accounting module.
- o Identify and explain the function of common PMS interfaces, which include point-of-sale systems, call accounting systems, energy management systems, electronic locking systems, and guest- operated devices.
- o Describe common hardware configurations of POS systems used by food service operations.
- o Explain the functions and use of food and beverage management applications, including those concerning recipe and menu management, sales analysis, and pre/post-costing.
- o Identify the elements of an automated sales office.
- o Describe and apply revenue management principles.
- o Explain the use of catering software.
- o Identify and describe the numerous accounting applications that are available to hospitality businesses.
- o Outline the components of information management, with special attention to data processing and data base management.
- o Select and implement technology systems in hospitality settings.
- o Identify the various threats to technology systems and the security precautions that should be taken to keep those systems safe.
- o Describe the elements of technology system maintenance

SYLLABUS CONTENT

Hospitality technology systems• hospitality technology components• reservation systems• rooms management and guest accounting applications• property management system interfaces• point of sale technology• food and beverage management applications• sales and catering applications• information management• system selection• system security maintenance

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- POS F&B Management System
- Excel Workshop

LEARNING RESSOURCES

ESSENTIAL

- Managing Technology in the Hospitality Industry, by Michael L. Kasavana, Ph.D. CHTP, and John J. Cahill, CHA, CHTP

RECOMMENDED

- Complementary Literature Assignment
- Information Technology in Hospitality – Martin Peacock
- Food Service Cost Control – Using Microsoft Excel for Windows Publishing
- Using Computers in Hospitality – Peter O’Connor

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

HOUSEKEEPING OPERATIONS		
BA 1018		
BACHELOR		
2015.2016		
4		
1 + 2		
60	41	101
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

This course presents a systematic approach to managing housekeeping operations in the hospitality industry. It shows what it takes to direct the day-to-day operations of this vital department by using the expert advice found throughout this course. This textbook brings relevant and up-to-date information about managing a department and the technical details that make housekeeping efficient and successful. Students are introduced to professional housekeeping and the administration of a housekeeping/environmental sciences department. The student will become acquainted with the maintenance of the physical plant and the supervision and motivation of its employees. The course shows the students what it takes to direct housekeeping's day-to-day operations, from general management to technical details. The course includes case studies and detailed breakdowns. Students see how to: increase efficiency when housekeeping activities are planned and organized; hire, manage, and motivated quality staff; make the most cost-effective use of labor and supplies; apply a systematic approach to guestroom and public area cleaning; plan and control inventories, expenses and security; effectively oversee an on-premises laundry

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, principals of marketing

FINALCOMPETENCIES/LEARNING OUTCOMES

- Identify the role of housekeeping in a hospitality operation.
- Explain how to follow environmentally sound procedures for sustainable housekeeping.
- Describe how to plan and organize the work of the hospitality housekeeping department.
- Explain the role executive housekeepers play in managing such human resource concerns as diversity, turnover, recruitment, selection, training, scheduling, and motivation.
- Explain how to manage inventories for linens, uniforms, guest loan items, machines and equipment, cleaning supplies, and guest supplies.
- Describe how an executive housekeeper budgets and controls expenses.
- Identify important security concerns and the role that the members of the housekeeping department play in creating a safe and secure property.
- Trace the flow of laundry through an on-premises laundry and describe the function of each machine.
- Describe the routine of guestroom cleaning from room assignments through inspections and turndown service.
- List the public space areas that the housekeeping department is responsible for cleaning and the tasks associated with each one.
- List the types of materials used for ceilings, walls, furniture, and fixtures and how to properly care for them.
- Describe the selection and care considerations for beds, linens, and uniforms.
- Explain the proper ways to clean and maintain different types of carpeting and floors.
- Identify major areas of a guest bathroom and how to select and care for each element

SYLLABUS CONTENT

The role of housekeeping in hospitality operations• environmental and energy management• planning and organizing the housekeeping department• housekeeping human resources issues• managing inventories• controlling expenses• safety and security• managing an on premises laundry• guestroom cleaning• public area and other type of cleaning• ceiling, walls, furniture and fixtures• beds, linens and uniforms• carpets and floors• tubs, toilets and vanities

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

2. RESEARCH ASSIGNMENTS

- PPW Ongoing evaluation integrated in the course Value of 100%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- Guestroom and bathroom cleaning
- Hospitality skills training : Housekeeping and Laundry
- Quality Guestroom Cleaning Procedures
- Awareness Training for Housekeepers

LEARNING RESSOURCES

ESSENTIAL

- Housekeeping operations and management, Margaret M. Kappa & Patricia B. Schappert, educational institute of the AH&LA

RECOMMENDED

- Commercial Housekeeping & Maintenance - Jones & Philips – Eddington Hook Publishing
- Professional Housekeeper – Schneider & Tucker – Eddington Hook Publishing
- Concierge – Key to Hospitality – Bryson & Ziminski – Eddington Hook Publising
- Housekeeping Service in Hotels – Roy Hayter – Eddington Hook Publising

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

BASIC OPERATIONAL INTERNSHIP		
TS 5001		
BACHELOR		
2015.2016		
16		
1		
Major		
ROOMS DIVISION		
ON CAMPUS		

COURSE DESCRIPTION/

The international hospitality industry has always be full of exciting opportunities, and today’s more than ever, especially for people who understand and embrace multiculturalism at all levels. However diversity is only one part of the equation. Today’s hospitality professionals must also know how to lead effectively. They must have the skills, knowledge and attitudes to solve problems, make decisions, and communicate new ideas to the others. They must cultivate a leadership style that recognizes and respects the diversity of the rest of the team.

Trainings are the bridge that links theory and classroom learning with the real world. BBI provides that bridge while developing future hospitality professionals who possess both cultural awareness and leadership skills. BBI’s training programs are built on competencies developed by hospitality industry leaders and educational partners around the world. The structured training experience focuses on the practical leadership skills and cultural awareness training needed to succeed in today’s global hospitality industry.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- Reinforce and develop the skills, knowledge and attitudes learned during the academic year.
- Gain understanding of the profit concept and develop a profit consciousness.
- Become familiar with the working environment in industry, work under pressure and develop a sense of responsibility.
- Understand and apply new technology and computer applications as operated in the workplace

SYLLABUS CONTENT

Training instructions• foreword• introduction to the training• purpose of industry experience• training’s golden rules• trainings objectives• operational training guidelines• student responsibilities• intermediary on the job training reports• final report• duration of the training• student report guidelines• operational training guidelines•

ASSESSMENT SCHEME AND METHODS

Permanent evaluation by observation

Permanent evaluation via portfolio

ASSESSMENT WEIGHT

Intermediary Reports	20 %
Professional Assessment	50 %
Final Report	<u>30 %</u>
Total	100 %

TEACHING METHODS

Internship coordination meeting: introduction into training and legal aspects

Internship coordination meeting: hospitality partnership days

Internship interview at BBI and training company

Intermediate reporting and follow up during training

METHODOLOGY

LEARNING RESSOURCES

ESSENTIAL

- BBI training instructions – golden rules
- Internship contract
- Assessment form

RECOMMENDED

- Training company website
- Career Development Services, career.services@csuci.edu
www.csuci.edu/careerdevelopment/

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)****COMPUTER TECHNOLOGY & PRACTICE OF OPERA HOTEL MANAGEMENT SYSTEM**

BA 1017

BACHELOR

2015.2016

4

1

60

41

101

Major

ROOMS DIVISION

ON CAMPUS

COURSE DESCRIPTION/

Provides an overview of the information needs of lodging properties and food service establishments; addresses essential aspects of computer systems, such as hardware, software, and generic applications; focuses on computer-based property management systems for both front office and back office functions, and food and beverage functions; examines features of computerized restaurant management systems; describes hotel sales computer applications, revenue management strategies, and accounting applications; addresses the selection and implementation of computer systems; focuses on managing information systems; and examines the impact of the Internet and private intranets on the hospitality industry. This is an introductory course in information systems and its application in the hospitality industry. The course focuses on property management systems, point-of-sale systems and other forms of technology. This is a computer-based approach to hospitality management problems designed to give students insight into the use of computer applications for all hospitality functional areas. The case study approach using real data will be utilized to enhance realism in the classroom and computer laboratory, and improve critical thinking and decision-making skills of students.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and computer system technology

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Identify common technology systems used in hospitality operations.
- o Identify and describe features of the three major components necessary for a complete computer system- input/output devices, a central processing unit, and external storage devices.
- o Describe the various ways in which hospitality businesses use technology to gain and process reservations.
- o Identify and describe the elements of a room management module.
- o Identify and describe the elements of a guest accounting module.
- o Identify and explain the function of common PMS interfaces, which include point-of-sale systems, call accounting systems, energy management systems, electronic locking systems, and guest- operated devices.
- o Describe common hardware configurations of POS systems used by food service operations.
- o Explain the functions and use of food and beverage management applications, including those concerning recipe and menu management, sales analysis, and pre/post-costing.
- o Identify the elements of an automated sales office.
- o Describe and apply revenue management principles.
- o Explain the use of catering software.
- o Identify and describe the numerous accounting applications that are available to hospitality businesses.
- o Outline the components of information management, with special attention to data processing and data base management.
- o Select and implement technology systems in hospitality settings.
- o Identify the various threats to technology systems and the security precautions that should be taken to keep those systems safe.
- o Describe the elements of technology system maintenance

SYLLABUS CONTENT

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.
PPW project paper work

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

2. RESEARCH ASSIGNMENTS

- PPW Ongoing evaluation integrated in the course Value of 100%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- POS F&B Management System
- Excel Workshop

LEARNING RESSOURCES

ESSENTIAL

- Managing Technology in the Hospitality Industry, by Michael L. Kasavana, Ph.D. CHTP, and John J. Cahill, CHA, CHTP

RECOMMENDED

- Complementary Literature Assignment
- Information Technology in Hospitality – Martin Peacock
- Food Service Cost Control – Using Microsoft Excel for Windows Publishing
- Using Computers in Hospitality – Peter O’Connor

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)****FOOD AND BEVERAGE PLANNING AND CONTROL**

BA 2019

BACHELOR

2015.2016

5

1 + 2

60

41

101

Major

FOOD AND BEVERAGE

ON CAMPUS

COURSE DESCRIPTION/

This course master the systematic process of resource control used to reduce costs in food and beverage operations worldwide. It covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, labour cost control, and computer applications. This is a course designed to acquaint the student with the various segments of the food service industry, the understanding of how a professional menu is developed, the major areas of cost and sales, and the control needs within each of these areas. Emphasis is placed on budgeting and computer assisted control, on profit planning through menu planning, on the control cycle and forecasting. Students will learn and experience an in-depth analysis of F&B financial management information within the food service industry. Emphasis is placed on exploration of accounting, purchasing, inventory and budgetary systems. The course offers an overall view of food & beverage financial management and its related areas.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, knowledge of food and beverage operations

FINALCOMPETENCIES/LEARNING OUTCOMES

- Explain the difference between commercial and noncommercial food service operations and describe examples of each.
- Describe the three levels of management and identify the various production and service positions in a food and beverage operation.
- Explain organization charts and the various organizational structures that can be found in food and beverage operations.
- Describe the steps involved in the management process and describe a manager's interactions with primary and secondary groups.
- Explain marketing in terms of providing guest-pleasing service and discuss the elements and importance of feasibility studies, marketing research, and marketing plans.
- Discuss nutrition and special dietary concerns as they relate to the food service industry and contrast the nutritional concerns and obligations of commercial and noncommercial operations.
- Describe menu pricing styles, menu schedules, menu types, and the menu planning process.
- Explain how a menu dictates operations in a food and beverage establishment and describe its importance as a marketing tool.
- Explain how to create and use standard recipes.
- Determine standard food and beverage costs and describe the main subjective and objective pricing methods.
- Describe the roles purchasing, receiving, storing, and issuing play in food and beverage service and describe the role of technology in these processes.
- Identify the major functions and basic principles of food production.
- Describe the uses of and major production methods for various food products used in food service operations.
- Identify and describe the types of service that food and beverage operations can provide and explain how to provide excellent guest service.
- Describe procedures for serving alcoholic beverages with care.

- Identify causes of and ways to prevent accidents and food-borne illnesses in food service operations.
- Describe the factors involved in facility design and equipment selection for a food and beverage operation.
- Explain and describe the various financial statements and ratios used by food and beverage operations.
- Describe the types of financial management software that are available to food service managers

SYLLABUS CONTENT

The challenge of food and beverage operations • the control function • the menu: the foundation for control • operations budgeting and cost volume profit analysis • determining food and beverage standards • purchasing and receiving controls • storing and issuing controls • production and serving controls • calculating actual food and beverage cost • control: analysis, corrective action and evaluation • revenue control • preventing theft of revenue • controlling labor cost • implementing labor cost controls

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

This course prepares the Final Work Paper (FWP – AS 2094) of year 2:
“Menu Planning and Costing – Menu Engineering”

- Workshop Assignment + Companion Materials: Videos and In Basket
- Case Studies in Menu Engineering
- POS Food & Beverage Management System
- Excel Workshop

LEARNING RESSOURCES

ESSENTIAL

- Planning and control for food and beverage operations, eight edition, Jack D. Ninemeier, AH&LA

RECOMMENDED

- Marketing by Menu – Nancy Loman Scanlon – John Wiley & Sons Publishing
- Menu Pricing Strategy – Jack E. Miller & David V. Pasevic – Van Nostrand Reinhold Publishing
- Profitable Menu Planning – John A. Drysdale – Prentice Hall Publishing
- Food Service Cost Control – Warren Sackler – John Wiley & Sons Publishing
- Culinary Art in Europe – Eurhodip Handbooks Publishing
- European Nourishing Habits – Eurhodip Handbooks Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

MARKETING AND DESTINATION MANAGEMENT		
BA 2020		
BACHELOR		
2015.2016		
5		
1		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course will give students a basic understanding of the roles destination management organizations (DMOs) and convention and visitors bureaus (CVBs) play in the tourism industry. All aspects of organization operations are covered, including service, research, product development, human resources, and financial management. A management oriented course covering the economic, cultural and social functions in the planning and international development of the tourist industry. Students receive a complete introduction to world's fastest-growing industry. The course shows them the factors that will impact tourism throughout their careers. The course includes research methods, marketing and services planning, innovative marketing strategy and provides techniques for shaping tourism policies

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and principles of marketing

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Explain why it is important for CVBs to provide excellent service, and describe the ways in which they can serve their diverse group of customers, clients, and members.
- o Understand the roles of prospecting, qualifying prospects, CVB satellite offices, and convention service managers and their importance to CVB sales.
- o Describe the steps involved in the sales process.
- o Explain the importance of a CVB's marketing plan and describe the elements and tools included in such a plan.
- o Describe the process of branding a destination, and explain how branding relates to theme development and advertising.
- o Identify research projects typically undertaken by a CVB and describe their relevance to the organization.
- o Explain why CVBs should engage in regular performance reporting and describe the various performance measures and productivity metrics that are used to gauge a CVB's performance.
- o Describe the tactics used by a CVB for media and non media communications.
- o Explain the importance of a CVB crisis communications plan, and describe the steps in creating such a plan.
- o Describe the unique challenges faced by CVBs in product development and marketing, and explain the CVB marketing dilemma.
- o Explain how CVBs can create their own products and how this is beneficial to the destination.
- o Describe the features of effective DMO Web sites, and explain the factors to consider when building a successful destination Web site.
- o Describe components of a strategic Internet marketing plan, and identify ongoing online marketing, communication, and research tasks necessary for a successful Internet marketing plan.
- o Describe the steps involved in a CVB's human resources performance management process.
- o Identify steps for attracting, retaining, and dismissing CVB members, and outline policies related to member care, including refunds, patronage of member businesses, and denial of membership.
- o Describe the elements of CVB financial management, including nonprofit status, information and tax returns, internal and audited financial statements, and disclosure of information.
- o Describe roles, responsibilities, and other factors to be considered when forming a CVB board of directors.
- o Explain the reasons for a board evaluation process, and outline areas to be evaluated.

- Explain the importance of alliances and partnerships for CVBs, list potential alliance partners, and describe programs they may put into place.
- Describe the history, structure, and current conditions of destination management and marketing in Canada, the United Kingdom, and Mexico.

SYLLABUS CONTENT

Service • sales • marketing • tourism research and performance reporting • communications • product development • technology • human resources • member care • financial management • board governance • alliances • destination management in Canada • destination management in the United Kingdom • destination management in Mexico

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

PPW project paper work

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

2. RESEARCH ASSIGNMENTS

- | | | |
|-------|---------------------------------------------|---------------|
| ○ PPW | Ongoing evaluation integrated in the course | Value of 100% |
|-------|---------------------------------------------|---------------|

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Workshop Assignment + Companion Materials: Videos and In Basket

- Sales a Winning Formula
- Competitive Edge: Sales Strategies for Small Properties
- Marketing Management
- Communication and Channel Systems in Hospitality Marketing

LEARNING RESSOURCES

ESSENTIAL

Fundamentals of destination management and marketing, Rich Harrill, AH&LEI

RECOMMENDED

- Contemporary Hospitality Marketing Research – Bob Brotherton – John Wiley & Sons Publishing
- Benchmarks in Hospitality and Tourism – Sungsoo Pyo – Haworth Publishing
- Hospitality Marketing Management – Robert D. Reid & David C. Bojanic – John Wiley & Sons Publishing
- Marketing Hospitality and Tourism – Ph. Kotler, Bouwen & Makens – Prentice Hall Publishing
- Marketing Management for the Hospitality Industry – Reich - John Wiley & Sons Publishing
- Destination Management and Marketing, edited by Rich Harrill

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

HOTEL ORGANIZATION AND ADMINISTRATION		
BA 2021		
BACHELOR		
2015.2016		
3		
1		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course helps students develop the wide-ranging knowledge and analytical skills they need to succeed in today's burgeoning and dynamic hotel industry. This comprehensive volume encourages critical thinking by providing different points of view through contributions from leading industry professionals and academics. Within a coherent theoretical structure, this course enables readers to formulate their own ideas and solutions.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Describe basic effective management and skills of effective management
- o Explain thinking out of the box
- o Describe habits of highly effective people and detect defective habits
- o Explain historical developments and etymology in the hotel and restaurant industry
- o Describe the different players in hotel and restaurant ownership
- o describe the lodging industry challenges and explain the top 4 challenges
- o describe the organizational concepts in the hotel and restaurant industry and explain duties and responsibilities
- o describe the management environment in the hotel and restaurant industry and explain broad, operating, external and micro environment
- o describe the principles of management and explain the management process
- o understand the different leadership styles and types and level of management
- o describe the different images of management and explain reputation, educational, personal and professional image
- o describe the fundamentals of planning and explain the process and objectives of planning
- o describe flow, types and methods of communication and explain the model of interpersonal communication
- o describe the importance of staffing, recruiting and selection process in the hotel and restaurant industry

SYLLABUS CONTENT

Introduction: Habits of Highly Effective Managers• Hotel & Restaurant Industry• The Organization• The Management Environment• The Meaning and Process of Management• The Images of Management• Planning: the Building Design• Communication: The Foundation• Staffing and Personnel Development

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper, Internship Workshop Assignment + Companion Materials: Videos and In Basket

- Case study about top 4 challenges
- Case study 8 ways to improve communication

LEARNING RESSOURCES

ESSENTIAL

- Hospitality Management: An Introduction, 2nd Edition, Tim Knowles

RECOMMENDED

- Hotel Management and Operations, Denney G. Rutherford, Michael J. O'Fallon
- Introduction to Management in the Hospitality Industry, Clayton W. Barrows, John Wiley & Sons, 2008

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

ACCOUNTING FOR HOSPITALITY MANAGERS		
BA 2022		
BACHELOR		
2015.2016		
4		
1		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course is designed to understand and apply hospitality departmental accounting at the supervisory and managerial levels. Hotel accounting and financial statement develops: budgeting expenses, forecasting sales, budgetary reporting and analysis, and financial decision making. Unique features include chapters on interim and annual reports, presentation of computerized regression analysis using readily available spreadsheet software and some topics such as open/close for the off-season, business acquisition, and leasing. Covers such areas as specialized accounting for hotel revenue and expenses; accounting for inventory, property, and equipment; hospitality payroll accounting; hotel departmental financial statements; the income statement, balance sheet, and statement of cash flows; the analysis of financial statements; interim and annual reports; budgeting expenses; forecasting sales; budgetary reporting and analysis; and financial decision making. This course is based on the Uniform System of Accounts. Comprehensive coverage is given to revenue and expense accounting, the periodic inventory method, preparation of departmental and corporate financial statements for a hotel ratio analysis, accounting for intangible assets, and selective topics in property and equipment accounting and hospitality payroll.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and accounting for hotels and restaurants

FINALCOMPETENCIES/LEARNING OUTCOMES

- o List the revenue centers in and revenue accounts used by a hotel, and explain and apply hotel revenue accounting procedures.
- o Describe and implement basic internal control forms and procedures used in food and beverage sales.
- o Define and give examples of financial reporting centers.
- o List the types of expenses incurred and expense accounts used in a hotel, and demonstrate hotel accounting procedures for expenses and bad debts.calculate cost of sales.
- o Explain the purpose of a uniform system of accounts, and describe the purpose of and formats for account numbering systems. Summarize the purposes of and formats for hotel departmental financial statements.
- o Describe procedures for hospitality payroll accounting (including requirements for tipped employees), and explain major payroll deductions and taxes.
- o Describe and apply accounting procedures applicable to the acquisition, depreciation, and disposal of property and equipment.
- o Describe and apply accounting procedures applicable to the acquisition and amortization of intangible assets, and recognize non amortizable intangible assets.
- o Explain the purpose of, and prepare, various formats of income statements, including common-size and comparative formats. Interpret and analyze income statements using ratios, and list the commonly used income statement ratios.
- o Explain the purpose of, and prepare, various formats of balance sheets, including common-size and comparative formats.
- o Interpret and analyze balance sheets using ratios, and list the commonly used balance sheet ratios.
- o Explain the purpose, preparation, content, and format of the statement of cash flows.
- o Summarize the role of, criteria for selection of, and levels of service provided by an independent certified public accountant.
- o Describe the purpose and preparation of consolidated financial statements. Use various methods to

- forecast sales.
- Explain the purpose and content of an annual report, and describe how a reader can find and interpret information in the report.
- Define the various types of expenses and apply techniques to budget those expenses effectively.
- Describe and use budgetary reporting and analysis techniques.
- Outline the critical elements to be considered in financial decision-making.
- Demonstrate proper procedures for cash management and planning.
- Identify and describe several unique accounting concerns of casinos.
- Describe and apply the various methods of inventory valuation, as well as how the differences between the methods may affect the values derived.

SYLLABUS CONTENT

Hotel revenue accounting • hotel expense account • property and equipment account • other noncurrent assets accounting • hospitality payroll accounting • hotel departmental statements • hotel income statement • ratio analysis of the income statement • hotel balance sheet • ratio analysis of the balance sheet • interim and annual reports • statement of cash flow • budgeting expenses • forecasting sales • budgetary reporting and analysis • financial decision making • cash management and planning • casino accounting • inventory accounting • assorted topics

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Accounting for Hospitality Managers Exercises in Accounting

LEARNING RESSOURCES

ESSENTIAL

Accounting for hospitality managers, Raymond Cote, fifth edition, AH&LA

RECOMMENDED

- Uniform System of Account for the Lodging Industry – EI of AH&LA Publishing
- Profit Planning – Peter Harris – BH Publishing
- Hotel Accounting – Ernest B. Horwath – John Wiley & Sons Publishing
- Hospitality Accounting – Richard Kotas – Eddington Hook Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

MANAGING SERVICE IN FOOD AND BEVERAGE OPERATIONS		
BA 2023		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests. This is a course designed to acquaint the student with the different strategies to managing every facet of a successful food service operation, increase guest satisfaction and repeat business. The course gives students the guest driven procedures that determine whether today's food & beverage operations survive. Students gain in depth management know-how, planning skills, and hands-on techniques for consistently delivering quality service in every type of operation. Practical examples help students apply important ideas

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, knowledge of food and beverage operations

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Summarize typical restaurant server and bus-person duties.
- o List and discuss the tasks that banquet servers and room service attendants perform.
- o Describe the duties of beverage servers and bartenders.
- o Identify legal restrictions and liability issues affecting the service of alcoholic beverages.
- o Explain how to tell when guests are intoxicated, and outline the steps to take when stopping alcohol service to them.
- o Describe the importance of the menu to food service operations and explain how it is planned and designed.
- o Identify procedures and issues involved with purchasing, receiving, storing, issuing, and controlling food service operation supplies and equipment.
- o Summarize design, decor, and cleaning issues for food service operations.
- o Describe the critical role of food sanitation in food and beverage operations, explain the HACCP concept of food safety, and discuss the role of staff members in ensuring food safety.
- o Explain how food and beverage managers develop labor standards, forecast food and beverage sales, prepare work schedules, and analyze labor costs.
- o Discuss revenue collection and control systems.
- o Describe casual/theme restaurants and list examples of ways they give value to guests.
- o Explain how banquets and catered events are sold, booked, planned, and executed.
- o Discuss room service issues and summarize procedures for delivering room service.
- o Describe on-site food service operations in the business and industry, health care, and college and university markets.

SYLLABUS CONTENT

Leadership in food and beverage operations• food and beverage operations• select restaurant food and beverage staff• select hotel food and beverage staff• select beverage service staff• responsible alcohol service• menu development• food and beverage supplies and equipment• facility design, decor and cleaning• sanitation, safety, security, health and legal issues• labor and revenue control• restaurants• banquets and catered events• in-room dining• on-site food and beverage operations

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- F & B Quality Service Skills and Suggestive Selling
- Smart Service for Great Banquets
- Rooms Service Operations
- Case Studies in Food Service Management

LEARNING RESSOURCES

ESSENTIAL

- Managing Service in Food and Beverage Operations, Third Edition, by Ronald F. Cichy, Ph.D., CHA, and Philip J. Hickey, Jr.

RECOMMENDED

- Modern Restaurant Service – John Fuller – Virtue & Company Publishing
- Theory of Catering – Kinton & Ceserani – Edward Arnold Publishing
- Improving Food & Beverage Performance – Keith Waller – Eddington Hook Publishing
- Professional Dining Room Management – C. King – Eddington Hook Publishing
- Quality Restaurant Service Guaranteed – Nancy Loman Scanlon – Eddington Hook Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

RESORT, LEISURE AND CONDOMINIUM DEVELOPMENT		
BA 2024		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course offers a complete approach to the operation of resort properties. Beginning with historical development, details are presented in planning, development, financial investment management, and marketing that deal with the unique nature of resort business. The course also examines the future and the impact of the condominium concept, time-sharing, technological change, and the increased cost of energy and transportation. This course provides a detailed study of management techniques used in the management of resort properties and their recreational facilities the physical development of resort properties will also be investigated. This course is designed to introduce the student to the basic history and concepts of leisure as they relate to the individual, the family and society. This course is designed to introduce the student to the operation of any enterprise related to commercial profit making recreation facilities. Concentration of the course is on market identification, demand/supply analysis and the exercising of major management functions relating to commercial recreation. Property analysis is a fundamental component in the development of any tourism destination or hospitality facility. The purchase of a real estate property for use in the hospitality tourism industry will be analyzed from the legal, economic and financial perspectives, and the role it plays, as an income-producing component of business will be examined.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Differentiate resort management from the management of other types of hotels.
- o Trace the evolution of the resort form.
- o Identify the economic, social, and environmental considerations in the resort planning and development process.
- o List the steps in the resort planning and development process and the participants involved, emphasizing the role of management.
- o Distinguish facilities planning for resorts from that of other types of hotels.
- o Outline the characteristics of the leisure market.
- o Present alternative planning concepts for resorts, and point out special planning considerations for elements common to all resorts.
- o Discuss the factors limiting the range of recreational activities that can be offered by a resort.
- o Summarize the site requirements, financial aspects, and management requirements of the major resort recreational activities.
- o Understand the basic organizational concepts and the purpose and functions of the human resources or personnel department.
- o Understand the importance of effective guest relations.
- o Describe front-of-the-house operations and functions.
- o Define the relationships between heart-of-the-house departments and the services they provide.
- o Contribute to the development of a resort safety and security program, and give examples of security policies and procedures from actual hotel operations.
- o Understand the four basic steps in the risk and insurance management process.
- o Design a marketing strategy and appraise the media, methods, and materials used in resort advertising and promotion.

- Measure profitability and outline profit planning procedures.
- Demonstrate methods of evaluating investment alternatives.
- Evaluate problems facing resort managers in the future, and analyze alternate sources for resort financing.
- Identify trends in resort design and technology.

SYLLABUS CONTENT

The resort concept• resort history• special considerations in planning and development• the planning and development process• facilities planning and design• major recreational activities and facilities• resort opening: management, staffing and human resources• front of the house management• heart of the house management: food and beverage, housekeeping, laundry and valet operations• heart of the house management: plant, grounds, energy, accounting and procurement• safety, security and risk management• resort marketing and sales promotion• managing resort financial resources• reflections and revelations: global issues in resort tourism

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Case Studies in Condominium and Vacation Ownership Management
- Resort Condominium : A Hospitality Perspectiv

LEARNING RESSOURCES

ESSENTIAL

- Resort Development and Management, third Edition, by Chuck Y. Gee, Ph.D..

RECOMMENDED

- Advertising in Tourism and Leisure – Nigel Morgan & Annette Pritchard - BH Publishing
- Managing Leisure – Byron Grainger-Jones – BH Publishing
- Hotels and Resorts : Planning Design and Refurbishment – Fred Lawson - BH Publishing
- Resort Management and Operations – Robert Christie Mill – John Wiley & Sons Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

FOOD SAFETY AND SANITATION – HACCP SYSTEM		
BA 2025		
BACHELOR		
2015.2016		
5		
1		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course presents a systems approach to answering public health concerns, reducing sanitation risks, and ensuring satisfaction for guests, staff members, and owners. Explains how to define and implement sanitation quality, cost control, and risk reduction standards in a hospitality operation. Develop the HACCP system. Students will explore the fundamentals of food and environmental sanitation. This course will look at the origins of food borne illness and the implementation of proper sanitation practices. Checklists outline the steps to help safeguard public health and offers details on what regulatory authorities will look for. Students see how to keep guest satisfaction and profits high through effective quality and cost-control management, and ensure compliance with the FDA food code, and reduce risks through a Hazard Analysis Critical Control Point (HACCP) approach.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and food and beverage management

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Define the term "control points," and identify the ten control points in the food service system.
- o Explain what a sanitation risk management (SRM) program is and how it works
- o Describe the Hazard Analysis Critical Control Point (HACCP) system and how it relates to the SRM program .
- o Identify the seven HACCP principles, and explain how they are used to establish a HACCP plan.
- o Explain the importance and functions of the various federal regulatory agencies relevant to the food service industry, identify the functions typically performed by state and local regulatory agencies with regard to food service, and name the major food service trade organizations.
- o Discuss the frequency of regulatory authority inspections, list the most important inspection items, outline important aspects of the inspection procedure, and explain management responsibilities before, during, and after an inspection.
- o Explain the conditions leading to an outbreak of food-borne illness, list the three most frequent causal factors in outbreaks, and list the 11 steps in handling a food-borne illness complaint.
- o Indicate what food service managers should know about AIDS and HSV.
- o Understand the personal health and hygiene practices necessary in a food service establishment.
- o List common chemical poisons and food--borne physical hazards, and describe control measures.
- o Explain the processes involved in the breakdown of food products, list the common causes of food spoilage in a food service establishment, and outline food preservation methods.
- o Review the process of menu planning, recognize important trends affecting menu development, list the major truth-in-menu regulations, and discuss proposed nutritional/ingredient disclosure legislation.
- o Identify the factors that influence purchasing needs, list the functions of the purchasing control point, and explain how a buyer can reduce risks at the purchasing control point.
- o Describe requirements and sanitation risk reduction measures for the receiving, storing, and issuing control points.
- o Describe requirements and sanitation risk reduction measures for the serving, preparing, cooking, and holding control points.
- o Describe requirements and sanitation risk reduction procedures for the cleaning and maintenance control point, and identify requirements for water supply, sewage, plumbing, toilet and lavatory facilities, and

- refuse and garbage disposal.
- Define the term *control points*, and identify the ten control points in the food service system.
- Explain why the temperature danger zone (TDZ) is important to food safety, and describe common causes of food contamination, infections, and intoxications.
- Describe the steps that managers should take when handling a food-borne illness complaint.
- Describe the important personal health and hygiene practices necessary in a food establishment, including hand-washing.
- Describe the menu planning and purchasing control points.
- Discuss inventory controls, standards, and procedures at the receiving control point.
- Summarize the A-B-C-D scheme of inventory classification, perpetual and physical inventory systems, and other inventory control measures.
- Explain what food service managers should know about the issuing control point.
- List special food safety concerns, the riskiest food products, and measures for reducing risks at the preparing control point.
- Outline the three objectives of the cooking control point, and identify measures for reducing risks at this control point.
- Describe measures for protecting food at the holding and serving control points.
- Summarize food safety responsibilities for food servers, and outline server responsibilities.
- Describe the proper use and care of equipment at the serving control point, and list dining room inspection procedures.
- Identify the types of soil found in food service operations, and describe cleaning agents and sanitizers

SYLLABUS CONTENT

Food safety risk management and the HACCP system • food contamination and spoilage • the menu planning and purchasing control points • the receiving, storing and issuing control points • the preparing, cooking and holding control points • the serving control point • the cleaning and maintenance control point • facilities cleaning and maintenance.

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.
PPW project paper work

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

2. RESEARCH ASSIGNMENTS

- | | | |
|-------|---------------------------------------------|---------------|
| ○ PPW | Ongoing evaluation integrated in the course | Value of 100% |
|-------|---------------------------------------------|---------------|

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Fast Track Food Service Training Programme
- Food Safety the HACCP way
- Case Studies in Sanitation
- Workshop culinary art (ppw)
- World Trainer: Warewasher and Bus Person

LEARNING RESSOURCES

ESSENTIAL

- Food Safety: Managing with the HACCP System, Second Edition, by Ronald F. Cichy.

RECOMMENDED

- Food Hygiene for Food Handlers – J. Trickett – Eddington Hook Publishing
- Hygiene for Management – Richard Sprenger – Eddington Hook Publishing
- Essential Guide to Food Hygiene and Safety – Aston & Triffney – Eddington Hook Publishing
- HACCP - A Practical Approach – S.E. Mortimore & C. Wallace – Eddington Hook Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

PURCHASING AND PROCUREMENT MANAGEMENT		
BA 2026		
BACHELOR		
2015.2016		
4		
1 + 2		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course will give students a basic understanding of the purchasing function in the food service sectors. Students will learn about the ways in which value can be added by members of the food service distribution channel, the necessary elements of purchase specifications, and how to select and evaluate distributor partners. The course also covers ethics, group purchasing, electronic purchasing methods, and food safety and defense issues. This course describes how to develop and implement an effective purchasing programme, focusing on issues pertaining to supplier relations and selection, negotiation, and evaluation. The course includes in-depth material regarding major categories of purchases. The course is a study and application of fundamental procedures used by business (profit and non profit and government in the acquisition of capital goods, maintenance, repair and operating supplies. The organization and function of the buying center is studied, as well as its interrelationship with inventory control and other operating departments of the business. The buyer/seller dyad is explored in detail. Emphasis is placed upon the institutional economic and behavioral aspects of the purchasing decision process and the purchase order/contract.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English, knowledge of food and beverage operations and food safety and sanitation – HACCP system

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Describe the importance of the purchasing function, identify the primary and secondary members of the food service distribution channel, and evaluate the value proposition each member provides to the end user.
- o Identify the food service segments, describe the food service process flow, describe the characteristics of the purchasing control point, and explain the role of internal customers in purchasing.
- o Describe the steps in the purchasing process, the skills, knowledge, and behaviors required in purchasing personnel, and the role of food service operator ethics in purchasing.
- o Describe the basic elements of food purchase specifications and the purchase order system, identify the basic elements of pricing and cost controls, and describe the ordering process.
- o Describe the food safety, food defense, and security considerations for food service operations.
- o Identify the characteristics of distributor partners, describe the process to select distributor partners, and explain the essentials of ethics from a distributor's perspective.
- o Describe the safety, food defense, and security considerations for distributors.
- o Describe the intricacies of buyer-distributor relationships and the essential elements of the negotiation process between buyers and distributors.
- o Identify the components of the audit trail and describe the procedures necessary for effective inventory controls.
- o Explain the federal, state, and local laws applicable to purchasing, and identify the elements of purchasing contracts. Explain the distribution systems through which various food and beverage products used in food service operations are purchased.
- o Describe the content of purchase specifications for various food and beverage products used in food service operations.

- Explain the inspection and grading processes for various food products used in food service operations.
- Identify the major categories of fish and shellfish, and describe the primary characteristics of each.
- Identify the major cuts of poultry and describe the primary characteristics of each.
- Identify the major growing areas, availability times, pricing factors, and storage issues for fresh fruits and vegetables.
- Identify factors to consider when purchasing capital equipment, supplies and small-ware, and services.

SYLLABUS CONTENT

Purchasing in the food service distribution channel • food service operations • purchasing system and personnel • the distributor • buyer-distributor relationship • receiving, storing and inventory controls • legal issues in purchasing • meat products • seafood • poultry • dairy products and eggs • produce • baked goods and grocery items • beverages • equipment, supplies and services

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Case Study in Food Service Management
- Managing Bar and Beverage Operations

LEARNING RESSOURCES

ESSENTIAL

- Purchasing for Food Service Operations, by Ronald F. Cichy and Jeffery D Elsworth

RECOMMENDED

- The Art and Science of Culinary Preparation – J.W.Chesser
- Purchasing Selection and Procurement for the Hospitality Industry – A.H. Feinstein & John M. Stefanelli
- Purchasing for Hospitality Operations – W.B. Virts – Eddington Hook Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

ADVANCED OPERATIONAL INTERNSHIP		
TS 5002		
BACHELOR		
2015.2016		
16		
1		
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

The international hospitality industry has always be full of exciting opportunities, and today’s more than ever, especially for people who understand and embrace multiculturalism at all levels. However diversity is only one part of the equation. Today’s hospitality professionals must also know how to lead effectively. They must have the skills, knowledge and attitudes to solve problems, make decisions, and communicate new ideas to the others. They must cultivate a leadership style that recognizes and respects the diversity of the rest of the team.

Trainings are the bridge that links theory and classroom learning with the real world. BBI provides that bridge while developing future hospitality professionals who possess both cultural awareness and leadership skills. BBI’s training programs are built on competencies developed by hospitality industry leaders and educational partners around the world. The structured training experience focuses on the practical leadership skills and cultural awareness training needed to succeed in today’s global hospitality industry.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- Reinforce and develop the skills, knowledge and attitudes learned during the academic year.
- Gain understanding of the profit concept and develop a profit consciousness.
- Become familiar with the working environment in industry, work under pressure and develop a sense of responsibility.
- Understand and apply new technology and computer applications as operated in the workplace

SYLLABUS CONTENT

Training instructions• foreword• introduction to the training• purpose of industry experience• training’s golden rules• trainings objectives• operational training guidelines• student responsibilities• intermediary on the job training reports• final report• duration of the training• student report guidelines• operational training guidelines•

ASSESSMENT SCHEME AND METHODS

Permanent evaluation by observation

Permanent evaluation via portfolio

ASSESSMENT WEIGHT

Intermediary Reports	20 %
Professional Assessment	50 %
Final Report	<u>30 %</u>
Total	100 %

TEACHING METHODS

Internship coordination meeting: introduction into training and legal aspects

Internship coordination meeting: hospitality partnership days

Internship interview at BBI and training company

Intermediate reporting and follow up during training

METHODOLOGY

LEARNING RESSOURCES

ESSENTIAL

- BBI training instructions – golden rules
- Internship contract
- Assessment form

RECOMMENDED

- Training company website
- Career Development Services, career.services@csuci.edu
www.csuci.edu/careerdevelopment/

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

MARKETING (III) SALES AND ADVERTISING PPW B V SUSTAINABILITY IN HOSPITALITY		
BA 3028		
BACHELOR		
2015.2016		
5		
1		
60	41	101
Major		
GENERAL AND STRATEGIC MANAGEMENT		
ON CAMPUS		

COURSE DESCRIPTION/

This course is designed to provide students the background in hospitality sales, advertising, and marketing. The textbook's main focus is on practical sales techniques for selling to targeted markets. It goes beyond theory to focus on a practical approach for effectively marketing hotels and restaurants. It explains and shows how to conceive and implement effective marketing plans and target the most appropriate markets. This course will enable them to develop strategic and operating marketing plans for hospitality properties. It stresses the marketing orientation as a management philosophy that guides the design and delivery of guest services.

This is an upper level course dealing with the broad scope of hospitality marketing placing emphasis on the analysis, structure and strategy of the hospitality marketing department, departmental budgeting, and allocation of resources, market research, media selection and effectiveness of the marketing plan. The course covers the entire field of advertising and promotion management. Taught from the strategic orientation of the marketing manager, it uses current cases, readings and exercises—drawing advertising and promotion strategy into an integrated conceptual package within the broader framework of the marketing mix and strategic marketing planning in the current business environment. The course is designed to give the student the principles and practices of salesmanship. Upon completion of this course, the student should have a conceptual understanding of the role of salesmanship in everyday life and the practice of salesmanship as a profession. Furthermore the course is designed to guide future sales managers in facing their most important challenges, such as setting objectives, meeting sales targets, organizing sales forces, building and training the sales team and running successful sales meetings. The course is also designed to provide the student with an understanding of proper service call techniques and procedures. The development of sales skills related to customer service calls and the development of marketing skills and techniques with emphasis placed upon products, upgrading, installation and service applications are studied. Case studies and assigned readings examine current marketing issues.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and principles of marketing

FINALCOMPETENCIES/LEARNING OUTCOMES

- Distinguish marketing from sales and identify trends that affect marketing and sales in the hospitality industry.
- Identify and describe the key steps of a marketing plan.
- Summarize the duties and responsibilities of positions typically found in a hotel marketing and sales office.
- Describe the five steps of a presentation sales call.
- Explain the basics of effective telephone communication and describe various types of outgoing and incoming telephone calls related to the marketing and sales function.
- Describe internal marketing and sales.
- Explain the role of advertising, public relations, and publicity in reaching prospective guests.
- Summarize how hospitality properties are meeting the needs of business travelers.
- Explain how hospitality properties are meeting the needs of leisure travelers.
- Describe travel agencies and the travelers they serve.
- Summarize how hotels market and sell to meeting planners.
- Identify considerations for marketing hospitality products and services to international travelers and other

- special segments such as honeymooners, sports teams, and government travelers.
- Summarize trends affecting the food and beverage industry, and describe positioning strategies and techniques for restaurants and lounges.
- Explain how hotels market and sell catered events and meeting rooms.
- Trace the evolution of marketing thought to its current focus on the needs and wants of consumers and identify the broad range of management functions and decisions that are or should be influenced by marketing considerations.
- Identify distinctive aspects of marketing within service industries in relation to the intangibility of services, service encounters, service chains, and service quality.
- Use the strategic planning process to develop and implement strategic marketing plans.
- Design an appropriate marketing mix to meet guest needs and achieve company goals.
- Identify and make effective use of several variables that affect the hospitality purchasing decisions of individual guests.
- Describe how corporate purchasing differs from individual purchasing and identify the significant steps and variables in the corporate purchasing process.
- Identify significant sources of demographic, income/wealth, and lifestyle information and use these sources to anticipate future developments and to develop products and services that will meet the emerging needs of current and future guests.
- Explain several methods of segmenting and targeting markets, and use market segmentation criteria effectively.
- Identify the kinds of marketing data needed for effective marketing efforts, apply the marketing research process to solve marketing problems, and design marketing information systems that meet a hospitality company's real marketing needs.
- Design a product/service mix (or product offer) that meets guest and company needs.
- Design and use a distribution mix of hospitality networks to deliver hospitality products services effectively and efficiently.
- Use pricing mix strategies and tactics as an active and critical component of the overall marketing plan.

SYLLABUS CONTENT

Introduction to hospitality marketing and sales• the marketing plan: the cornerstone of sales• managing the marketing and sales office• personal sales• telephone sales• internal marketing and sales• advertising, public relations and publicity• marketing to business travellers• marketing to leisure travellers• marketing to travel agents• marketing to meeting planners• marketing to special segments• marketing restaurants and lounges• marketing catered events and meeting rooms

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

PPW project paper work

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

2. RESEARCH ASSIGNMENTS

- | | | |
|-------|---------------------------------------------|---------------|
| ○ PPW | Ongoing evaluation integrated in the course | Value of 100% |
|-------|---------------------------------------------|---------------|

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

This course prepares the Final Work Paper (FWP – WS 3094)
“Marketing Plan – Strategy and Budget Analyses”

Workshop Assignment + Companion Materials: Videos and In Basket

- Case Studies in Hospitality Marketing and Management – Robert C. Lewis – John Wiley and Sons
- Case Studies in Strategy and Policy - Robert C. Lewis – John Wiley and Sons
- Hospitality Sales : Preparing the Sales, Making the Sales calls, Overcoming Objections, Closing the Sales and Following-up
- Guide to Best Practices In Tourism and Destination

LEARNING RESSOURCES

ESSENTIAL

- Hospitality sales and marketing, sixth edition, James R. Abbey, AHLEI 2014
- Sustainable Tourism: A Small Business Handbook for Success, Pamela Lanier, June 1, 2013

RECOMMENDED

- Marketing Communications – Patrick De Pelsmacker, Maggie Geuens and Jeori Ban Den Bergh – Pearson Publishing
- Business Marketing Management: A strategic View of Industrial and Organizational Markets – Michael D. Hutt and Thomas W. Speh – Thomson South-Western Publishing
- Sales Management: Analysis and Decision Making – Thomas N. Ingram, Raymond W. LaFogue and Ramon A. Avila – Thomson South-Western Publishing
- Marketing Warfare – Robert Durö and Björn Sandström – John Wiley & Sons Publishing
- The Marketing Plans – Mac Donalds – Eddington Hook Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

HUMAN RESOURCES (I) SUPERVISION PROCESS AND MANAGEMENT		
BA 3029		
BACHELOR		
2015.2016		
5		
1		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry. Students will learn how to: Identify key supervisory skills and understand why supervisors fail; develop the communication skills essential for effective leadership; increase productivity and raise performance standards; turn basic human resource functions into motivational strategies. This course will study of the application of psychology to the problems of personnel management. The student is expected to grasp a working knowledge of the basic operative functions of procuring, developing, maintaining and utilizing a labor force sufficient to meet the minimum entry-level requirements of employment in personnel work. The basic aim of this course is to supply students with a realistic survey of the fruitful interactions of the personnel department and other functional areas of the organization that are relevant to study. The line manager in today's increasingly diverse workforce requires new skills. This course will develop managerial competencies necessary to lead the ever- changing service industry workforce. The course will prepare future supervisors hit the ground running and show proven ways to get maximum results by directing and leading. Students will be prepared to juggle the expectations of management, guests, and employees. The course features creative strategies for effectively managing change and resolving conflict.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Identify fundamental supervisory responsibilities.
- o Explain the steps that supervisors can take to speak effectively on the job.
- o Describe how supervisors work with the human resources department to recruit new employees.
- o Explain the function of training within an organization and the supervisor's role in training.
- o Forecast business volume using the base adjustment forecasting method and the moving average forecasting method.
- o Distinguish coaching from counseling and disciplining.
- o Identify the components of a progressive disciplinary program.
- o List important laws and legal concerns that affect hospitality supervisors.
- o Describe issues supervisors should be aware of as they assume the role of team leader.
- o Explain how supervisors can increase employee participation in department activities.
- o Identify steps supervisors should follow during a meeting with employees in conflict.
- o Distinguish high-priority interruptions from low-priority interruptions, and summarize strategies for dealing with the latter.
- o Describe actions that supervisors can take to minimize employee resistance to change.

Explain why it is important for supervisors to take control of their personal development, and describe how to execute a career development plan.

SYLLABUS CONTENT

The supervisor and the management process• effective communication for supervisors• recruitment and selection procedures• training and orientation• managing productivity and controlling labor cost• evaluating and coaching• discipline• special supervisory concerns• team building• motivation and leadership• managing conflict• time management• managing change• professional development

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | |
|----------------------------------------------------------------------------------------------------|--------------|
| ○ By module , entitled Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled Progress test and term papers | Value of 20% |
| ○ By module , entitled Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Preparing for Training
- Leading Group Training
- Supervisory Skill Builders – Part I & II
- Case Studies in Lodging Management

LEARNING RESSOURCES

ESSENTIAL

- Supervision in the hospitality industry, fifth edition, Jack D. Ninemeier and Raphael R. Kavanaugh, AHLEI 2013

RECOMMENDED

- Ethics in Hospitality Management – Stephen J.Hall – EI of AH&LA Publishing
- From Turnover to Teamwork – Bill Marvin – Eddington Hook Publishing
- How to get the Best of your Staff – Boella & Calabrese – Eddington Hook Publishing
- Communication in Hospitality – Lynn Van Der Wagen– Eddington Hook Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

PROFESSIONAL TRAINING ORGANIZATION		
BA 3030		
BACHELOR		
2015.2016		
5		
2		
60	41	101
Major		
FOOD AND BEVERAGE		
ON CAMPUS		

COURSE DESCRIPTION/

This course provides a thorough look at training by addressing how to assess and analyze the training needs of new and established operations; design, implement, and evaluate training programs for non-management and management employees; and manage the basic training functions. Students will learn: how to measure training as an investment in the organization; assessments methods to determine training needs; instructional design techniques and processes; look upon training and development as an investment; use training tools and techniques; train with technology; measure and evaluate training; and use different training techniques when training employees, supervisors, and managers. Training is one of the primary strategies for coping with a continuously changing environment. It also is one of the fundamental responsibilities of all hospitality managers. Students will learn the major theoretical and practical issues associated with program design, development, implementations, and evaluation. Managing Organizational Change: Focuses on facilitating and managing change in organizations. Topics include change processes, organizational diagnosis, action planning, and consultancy. The students will also realize individual and team projects

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- Describe the effects such factors as the work force, strategic planning, and technology have had on the hospitality training industry.
- Explain how the principles of adult learning apply to training and development in the hospitality industry.
- Identify the variables to consider when calculating the costs of training and the costs of not training, and describe how training directors develop cost-benefit analyses for training and development activities.
- List methods for identifying the training and development needs of a hospitality organization, and explain how to use the information gained from a needs assessment.
- Identify factors to consider when developing training materials and programs, and describe how technology has affected the instructional design process.
- List the steps in the four-step training method and describe the training issue involved with each one.
- Define mentoring and its role in hospitality training, and distinguish between mentoring and coaching.
- Identify the professional continuing education resources available to complement hospitality industry training and development, describe the training styles and topics frequently used to train supervisors and managers, and explain how supervisory and management training and development can facilitate organizational change.
- Identify and describe various types of executive education programs.
- List the advantages and disadvantages of outsourcing training and development
- Describe types of exercises and activities that can be incorporated into training sessions.
- Summarize the advantages and disadvantages of various types of technology-based training, and describe the challenges involved in designing and delivering a Web-based course.
- Differentiate between measurement and evaluation, and identify criteria that training directors use to validate training activities.
- Explain the importance of training departmental trainers.
- Distinguish general orientations from departmental V specific job orientations, and describe the socialization process that continues after the initial orientation sessions.

SYLLABUS CONTENT

A case for training and development• training and development as an investment• assessing training needs• instructional design• training tools and techniques• training with technology• measuring and evaluating training and development• training the trainer• orientation and socialization• hourly employee training• mentoring• supervisory and management development• executive education• outsourcing training and development

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

- Workshop Assignment + Companion Materials: Videos and In Basket
- Preparing for Training
- Leading Group Training
- Conducting One-on-One Training
- High Performance Training

LEARNING RESSOURCES

ESSENTIAL

Training and development for the hospitality industry, Debra F. Cannon and Catherine M. Gustafson, AHLEI

RECOMMENDED

- Tasks to Jobs – Developing a modular system of training for hotel occupations – International Labour Office Geneva Publisher
- The On-Track Trainer – A training Handbook for Hotel & Restaurant Managers – Florence Berger – CORNELL University Publishing
- Training for the Hospitality Industry – Lewis C. Forrest – Eddington Hook Publishing

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)****ACCOUNTING (III) WORKBOOK AND APPLIED MATHEMATICS**

BA 3031

BACHELOR

2015.2016

5

1

60

41

101

Major

GENERAL AND STRATEGIC MANAGEMENT

ON CAMPUS

COURSE DESCRIPTION/

This course is designed to understand and apply hospitality departmental accounting at the supervisory and managerial levels. Hotel accounting and financial statement develops: budgeting expenses, forecasting sales, budgetary reporting and analysis, and financial decision making. Unique features include chapters on interim and annual reports, presentation of computerized regression analysis using readily available spreadsheet software and some topics such as open/close for the off-season, business acquisition, and leasing. Covers such areas as specialized accounting for hotel revenue and expenses; accounting for inventory, property, and equipment; hospitality payroll accounting; hotel departmental financial statements; the income statement, balance sheet, and statement of cash flows; the analysis of financial statements; interim and annual reports; budgeting expenses; forecasting sales; budgetary reporting and analysis; and financial decision making. The purpose of this course is to provide the student with an understanding of managerial accounting for assets, liabilities and equity necessary in running a business and evaluating its operating results and financial condition employing various analytical methods and ratios. This course will give the student the tools necessary to analyze a business and, therefore, to make more enlightened managerial decisions using the basic accounting statements, the student should be able to dissect a company, isolate areas of strengths and weaknesses and make recommendations on how to resolve the weaknesses and capitalize on the strengths. The basic method of achieving the course objectives is through the development of analytical minds. The student becomes aware of the analytical powers of the balance sheet equation and puts them into action.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English and accounting II

FINALCOMPETENCIES/LEARNING OUTCOMES

- List the revenue centers in and revenue accounts used by a hotel, and explain and apply hotel revenue accounting procedures.
- Describe and implement basic internal control forms and procedures used in food and beverage sales.
- Define and give examples of financial reporting centers.
- List the types of expenses incurred and expense accounts used in a hotel, and demonstrate hotel accounting procedures for expenses and bad debts.
- Calculate cost of sales.
- Explain the purpose of a uniform system of accounts, and describe the purpose of and formats for account numbering systems.
- Summarize the purposes of and formats for hotel departmental financial statements.
- Describe procedures for hospitality payroll accounting (including requirements for tipped employees), and explain major payroll deductions and taxes.
- Describe and apply accounting procedures applicable to the acquisition, depreciation, and disposal of property and equipment.
- Describe and apply accounting procedures applicable to the acquisition and amortization of intangible assets, and recognize non amortizable intangible assets.
- Explain the purpose of, and prepare, various formats of income statements, including common-size and comparative formats.
- Interpret and analyze income statements using ratios, and list the commonly used income statement ratios.

- Explain the purpose of, and prepare, various formats of balance sheets, including common-size and comparative formats.
- Interpret and analyze balance sheets using ratios, and list the commonly used balance sheet ratios.
- Explain the purpose, preparation, content, and format of the statement of cash flows.
- Summarize the role of, criteria for selection of, and levels of service provided by an independent certified public accountant.
- Describe the purpose and preparation of consolidated financial statements.
- Explain the purpose and content of an annual report, and describe how a reader can find and interpret information in the report.
- Define the various types of expenses and apply techniques to budget those expenses effectively.
- Use various methods to forecast sales.
- Describe and use budgetary reporting and analysis techniques.
- Outline the critical elements to be considered in financial decision-making.
- Demonstrate proper procedures for cash management and planning.
- Identify and describe several unique accounting concerns of casinos.
- Describe and apply the various methods of inventory valuation, as well as how the differences between the methods may affect the values derived.

SYLLABUS CONTENT

Introduction to managerial accounting • the balance sheet • the income statement • the statement of cash flow • ratio analysis • basic cost concept • cost-volume-profit analysis • cost approaches to pricing • forecasting methods • operations budgeting • cash management • internal control • capital budgeting • lease accounting • income taxes

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Accounting for Hospitality Managers Exercises in Accounting

LEARNING RESSOURCES

ESSENTIAL

- Hospitality industry managerial accounting, eight edition , Raymond S. Schmidgall

RECOMMENDED

- Uniform System of Account for the Lodging Industry – EI of AH&LA Publishing
- Profit Planning – Peter Harris – BH Publishing
- Hotel Accounting – Ernest B. Horwath – John Wiley & Sons Publishing
- Hospitality Accounting – Richard Kotas – Eddington Hook Publishing
- Accounting for Hospitality Managers, Fifth Edition, by Raymond Cote, CPA, CCP.

NAME OF THE COURSE UNIT**MODULE****PROGRAMME****LAST REVISION****ECTS****SEMESTER****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****TYPE OF COURSE****SPECIALISATION****METHOD****LECTURER(S)**

GROUP BUSINESS AND CONVENTION MANAGEMENT		
BA 3032		
BACHELOR		
2015.2016		
3		
1 + 2		
60	41	101
Major		
GENERAL AND STRATEGIC MANAGEMENT		
ON CAMPUS		

COURSE DESCRIPTION/

This course defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service. This course is designed to familiarize the student with the scope of convention and group business as it relates to the hospitality industry. Convention and group sales, including marketing, selling and organizing for selling, are covered. The service functions, including preparing for the event, managing food and beverage requirements and other ancillary services, are addressed. A directed work project may be incorporated into this course. The course is designed to give the student practical experience in developing a trade show or exhibition with special emphasis on preplanning, budget preparation, advertising and/or public relations, and exhibit set-up, including exhibit registration, booth accommodations and assignments, draping, audio-visual, programming and wrap-up.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Describe the scope of the convention and meetings industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities. Explain the steps in developing a marketing plan.
- o Describe considerations in the organizational design of a sales department, and outline how a sales office interfaces with other departments.
- o Identify characteristics of association meetings that are important for selling to the association market.
- o Identify characteristics of corporate meetings that are important for selling to the corporate market.
- o Describe SMERF groups and explain how to approach selling meeting services and products to them.
- o List and describe the steps in making a personal sales call.
- o Summarize the process of planning an advertising strategy and describe how public relations and publicity can help a property reach meeting planners.
- o Describe the elements of a letter of agreement or a contract and distinguish between those elements.
- o Describe considerations in determining who should coordinate hotel service to groups, and describe the duties and organizational relationships of the position of convention service manager.
- o Summarize factors that hotel staff must take into consideration when assigning guestrooms to meeting attendees.
- o Describe the format and uses of the resume prepared by the convention service manager.
- o Describe typical function room furniture, meeting setups, and time and usage considerations for function rooms.
- o Identify different types of food functions and types of food service, and describe beverage service issues.
- o Summarize factors in the decision about which audiovisual requirements to service in-house and which to outsource, and describe types of audiovisual equipment and their uses.
- o Describe programs that hospitality properties offer the guests and children of meeting attendees and the role of such programs in a successful meeting.

- Describe the functions of key trade show personnel and describe the elements of exhibit planning.

SYLLABUS CONTENT

Introduction to the convention, meetings and trade show industry• developing your marketing plan• organizing for convention sales• selling the association market• selling the corporate meeting markets• selling other markets• selling the meeting market• advertising to the meeting planner• negotiations and contracts• the service function• guestrooms• preparing for the event• function rooms and set up• food and beverage service• audiovisual requirements• admission system and other services• exhibits and trade shows• convention billing and post convention review

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Case Studies in Group Business

Smart Service for Greater Banquets

LEARNING RESSOURCES

ESSENTIAL

- Convention management and service, ninth edition, James R. Abbey, AHLEI 2016

RECOMMENDED

- Events, how to organize a successful event? , Kevin van der Straeten, eventplanner 2013
- Guide to Best Practices In Tourism and Destination – EI of AH&LA Publishing
- Convention Sales – A book of readings- Margaret Shaw - EI of AH&LA Publishing
- Managing Convention – Leonard H.Hoyle- EI of AH&LA Publishing
- The Business of Conferences – Anton Shone- BH Publishing
- Convention Tourism : International Research & Industry Perspective – Karin Weber and Kaye Chon – Haworth Hospitality Press Publishing
- Powerhouse Conferences – Eliminating Audience Boredom – Coleman Lee Finkel - EI of AH&LA Publishing
- Convention Management and Service, Seventh Edition, by Milton T. Astroff and James R. Abbey.

NAME OF THE COURSE UNIT**INTERNATIONAL PERSPECTIVES _ HOTELS
DEVELOPMENT AND MANAGEMENT
PPW B VI RISK ANALYSIS****MODULE****BA 3033****PROGRAMME****BACHELOR****LAST REVISION****2015.2016****ECTS****5****SEMESTER****1 + 2****HOURS TUITIONS/ASSIGNMENTS/NOTIONAL****60****41****101****TYPE OF COURSE****Major****SPECIALISATION****GENERAL AND STRATEGIC MANAGEMENT****METHOD****ON CAMPUS****LECTURER(S)****COURSE DESCRIPTION/**

This course provides the background needed in today's rapidly changing global marketplace. It prepares students to plan, develop, market, and manage hotels in the international arena. It gives students a solid foundation for understanding and managing cultural diversity in the workplace, and underscores the importance of protocol in international interactions. Students will learn: how various government's political stability and business incentives affect global hospitality companies; specific international negotiating issues and the fundamentals of international hotel contracts. The purpose of this upper-level course is to acquaint students with the skills of a global hospitality manager, where students study principles of international hospitality management: marketing, human resource management, financial issues and operational risk management. An historical approach is taken in exploring the development of multinational hospitality corporations. The course provides the background the students will need to compete in today's rapidly changing global marketplace. Students learn ways to attract guests from around the world and strategies for successfully planning, developing and managing hotels in the international arena, develop international hotel contracts that safeguard investments, assess political risks that could threaten the business, assemble the best international staff possible despite cultural and language differences. The course includes profiles of major international chains and examples of international advertising.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- o Describe the factors that have contributed to globalization and a global economy.
- o Summarize the composition, size, and growth of international tourism and lodging.
- o Outline the factors affecting international hotel expansion into European, North American, Middle Eastern, and Asian-Pacific markets.
- o Identify and describe various barriers to travel, including those affecting travelers and those affecting businesses dealing with travelers.
- o Describe affiliation options available to hotel companies, and explain affiliation considerations.
- o Outline problems and concerns associated with multinational operations.
- o Identify the members and responsibilities of the international hotel development team, and explain why local representation and expertise are often critically important.
- o Identify the infrastructure and labor concerns that developers of international hotels often must address and the various ways in which they may address them.
- o Outline the potential problems associated with building a hotel in a cross-cultural environment and with misunderstanding foreign business practices.
- o Contrast the positive effects of cultural diversity in the workplace with the negative effects, and identify important considerations in managing diversity.
- o Explain why it is important for hotel operators to follow business protocol, and identify some of the complications in cross-cultural negotiating.
- o Describe several of the issues and policy matters that affect the selection and use of expatriate personnel, and cite advantages and disadvantages of hiring local nationals instead of expatriates.
- o Describe how to evaluate a candidate for foreign assignment and the dimensions involved in acculturation

- Outline the general goals of international human resource management and list the three main types or groupings of IHRM activities and their components.
- Identify and briefly describe several classification systems in use today.
- Summarize the development of an international marketing strategy and describe the role of travel agents in the hotel booking process.
- Identify, define, and explain several factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism, and lodging industry in the years to come.

SYLLABUS CONTENT

Globalization, tourism and the lodging sector • the emergence of international hotels • political aspects of the international travel, tourism and lodging industry • financing international hotels • the decision to go global • developing an international hotel project • international hotel contracts and agreements • understanding cultural diversity • selection and preparation of international hotel executives • international human resources management • special considerations in managing international hotel operations • international hotel classifications and standards • international hotel sales and marketing • global competition and the future

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

PPW project paper work

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- By module , entitled Assignments + review Questions + active role in class discussion + Homework Value of 25%
- By module , entitled Progress test and term papers Value of 20%
- By module , entitled Final examination Value of 55%

2. RESEARCH ASSIGNMENTS

- PPW Ongoing evaluation integrated in the course Value of 100%

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

This course prepares the Project Paper Work (PPW – B II)
“Risk Analysis – Finance & Marketing Aspects”

Workshop Assignment + Companion Materials: Videos and In Basket

- Case Studies in International Hotel Management
- Hosting International Guests
- Visionary Leadership

LEARNING RESSOURCES

ESSENTIAL

- International Hotels: Management and Design, Second Edition by Chuck Yim Gee

RECOMMENDED

- International Hospitality Management – Corporate Strategy in Practice – Richard Teare and Michael Olsen – John Wiley & Sons Publishing
- The International Hospitality Industry – Organizational and Operational Issues – Peter Jones & Abraham Pizam – John Wiley & Sons Publishing
- The Negotiation and Administration of Hotel and Restaurants Management Contracts – James J. Eyster – Cornell University Publishing
- The International Hospitality Industry – Structure, Characteristics and Issues – Bob Brotherton – BH Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

DESIGN, FACILITIES AND ENGINEERING		
BA 3034		
BACHELOR		
2015.2016		
4		
1 + 2		
60	41	101
Major		
GENERAL AND STRATEGIC MANAGEMENT		
ON CAMPUS		

COURSE DESCRIPTION

This course provides the students with information they need to know to manage the physical plant of a hotel or restaurant and work effectively with the engineering and maintenance department. It explains energy and water problems and their impact on the hospitality industry, and provides a practical approach to the development and implementation of an energy and water management programme. This course includes an expended emphasis on hotel equipment and design, as well as a discussion of how the latest technology can streamline operations procedures, and how to balance the needs of guests with concern for the environment. This course helps the students to understand major facilities systems and ways to streamline operations with the latest technology, and offers innovative ideas for addressing environmental concerns. It shows how Operations Managers can reduce energy and utility expenses through no-cost and low-cost alternatives as they learn to work with engineering/maintenance department. The course includes lodging planning and design, and building renovation approach.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- Identify a number of important roles played by hospitality facilities, the two primary categories of facility operating costs, the components of each category, and various factors that affect those costs.
- Describe several types of maintenance, state the goals of maintenance management systems, and describe computerized and Internet-based facilities management.
- Identify the basic facilities-related concerns associated with guestrooms and corridors, public space, recreation and exterior areas, back-of-the-house areas, and the building's structure and exterior.
- Describe sustainability and its role in the overall business strategy of a hospitality operation, and state some of the principal measures facilities managers can take to minimize and manage waste.
- Describe how to reduce occupational injury rates in the hospitality industry and outline how building design and maintenance affect safety.
- Outline water usage levels and patterns in the lodging industry, and describe the basic structure of water and wastewater systems.
- Explain various aspects and components of electrical systems, cite important considerations regarding system design and operating standards, and identify elements of an effective electrical system and equipment maintenance program. Describe the basic elements of human comfort and how HVAC systems affect this comfort.
- Define basic lighting terms, explain how natural light can be used to meet a building's lighting needs, and describe common artificial light sources.
- Describe laundry equipment and explain factors in selecting laundry equipment and locating an on-premises laundry.
- Describe food preparation equipment, cooking equipment, and sanitation equipment.
- Describe the nature of and typical problems associated with a building's structure, finishes, and exterior facilities, including the roof, exterior walls, windows and doors, structural frame, foundation, elevators, parking areas, storm water drainage systems, utilities, and landscaping and grounds.
- Summarize the hotel development process.
- Explain the concept development process for food service facilities, outline the makeup and responsibilities of the project planning team, and describe food service facility layout.
- List typical reasons for renovating a hotel, summarize the life cycle of a hotel, and describe types of

renovation.

SYLLABUS CONTENT

The role, cost and management of hospitality facilities• hospitality facilities management tools, techniques and trends• environmental and sustainability management• safety and security systems• water and wastewater systems• electrical systems• heating, ventilating and air conditioning systems• laundry systems• lighting systems• building structure, finishes and site• lodging planning and design• renovation and capital projects•engineering principles

ASSESSMENT SCHEME AND METHODS

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

1. MODULE ASSIGNMENTS

- | | | |
|------------------------|-----------------------------------------------------------------------------|--------------|
| ○ By module , entitled | Assignments + review Questions + active role in class discussion + Homework | Value of 25% |
| ○ By module , entitled | Progress test and term papers | Value of 20% |
| ○ By module , entitled | Final examination | Value of 55% |

TEACHING METHODS

Traditional lecturing of main concepts and methodologies will be employed. In addition, a variety of methods will be used to deliver content and reach the learning objectives of this module. These include in class discussions, case studies, discussion about real-world problems.

METHODOLOGY

Workshop Assignment + Companion Materials: Videos and In Basket

- Quality Guestroom Maintenance
- Curb Appeal: Creating Great First Impression
- Full Access : Making Your Property ADA Compliant

LEARNING RESSOURCES

ESSENTIAL

- Hospitality facilities management and design, fourth edition, David M. Stipanuk, AHLEI 2015

RECOMMENDED

- Energy and Water Resources for Lodging Operations – EI of AH&LA Publishing
- Hotel Air Quality Management – EI of AH&LA Publishing
- Managing Hospitality Engineering Systems – EI of AH&LA Publishing
- The Management of Maintenance and Engineering Systems in the Hospitality Industry – Frank D. Borsenik and Alan T. Stutts - John Wiley & Son Publishing
- Hotels and Resorts : Planning Design and Refurbishment – Fred Lawson - BH Publishing

NAME OF THE COURSE UNIT
MODULE
PROGRAMME
LAST REVISION
ECTS
SEMESTER
HOURS TUITIONS/ASSIGNMENTS/NOTIONAL
TYPE OF COURSE
SPECIALISATION
METHOD
LECTURER(S)

MANAGEMENT INTERNSHIP
TS 5003
BACHELOR
2015.2016
16
1
Major
GENERAL AND STRATEGIC MANAGEMENT
ON CAMPUS

COURSE DESCRIPTION/

The international hospitality industry has always be full of exciting opportunities, and today’s more than ever, especially for people who understand and embrace multiculturalism at all levels. However diversity is only one part of the equation. Today’s hospitality professionals must also know how to lead effectively. They must have the skills, knowledge and attitudes to solve problems, make decisions, and communicate new ideas to the others. They must cultivate a leadership style that recognizes and respects the diversity of the rest of the team.

Trainings are the bridge that links theory and classroom learning with the real world. BBI provides that bridge while developing future hospitality professionals who possess both cultural awareness and leadership skills. BBI’s training programs are built on competencies developed by hospitality industry leaders and educational partners around the world. The structured training experience focuses on the practical leadership skills and cultural awareness training needed to succeed in today’s global hospitality industry.

INITIAL COMPETENCES/PREREQUISITES

Knowledge of English

FINALCOMPETENCIES/LEARNING OUTCOMES

- Reinforce and develop the skills, knowledge and attitudes learned during the academic year.
- Gain understanding of the profit concept and develop a profit consciousness.
- Become familiar with the working environment in industry, work under pressure and develop a sense of responsibility.
- Understand and apply new technology and computer applications as operated in the workplace

SYLLABUS CONTENT

Training instructions• foreword• introduction to the training• purpose of industry experience• training’s golden rules• trainings objectives• operational training guidelines• student responsibilities• intermediary on the job training reports• final report• duration of the training• student report guidelines• operational training guidelines•

ASSESSMENT SCHEME AND METHODS

Permanent evaluation by observation
 Permanent evaluation via portfolio

ASSESSMENT WEIGHT

Intermediary Reports	20 %
Professional Assessment	50 %
Final Report	<u>30 %</u>
Total	100 %

TEACHING METHODS

Internship coordination meeting: introduction into training and legal aspects
 Internship coordination meeting: hospitality partnership days
 Internship interview at BBI and training company
 Intermediate reporting and follow up during training

METHODOLOGY

LEARNING RESSOURCES

ESSENTIAL

- BBI training instructions – golden rules
- Internship contract
- Assessment form

RECOMMENDED

- Training company website
- Career Development Services, career.services@csuci.edu
www.csuci.edu/careerdevelopment/