

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

ACCOUNTING (I) WORKBOOK AND APPLIED MATHEMATICS		
BA 1012		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- 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.

SKILLS

- NA

ABILITIES

- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Commitment to industry excellence

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

LEARNING, TEACHING & ASSESSMENT 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.

- 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)

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

- | | | |
|------------------------|---|--------------|
| ○ 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% |

LEARNING RESSOURCES

1. ESSENTIAL

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

2. RECOMMENDED

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

3. INTERNET SITES

Name of the Course Unit
Module
Programme
Last Revision
ECTS
Semester
Hours Tutorials/Assignments/Notional
Type of Course
Specialisation
Method
Lecturer-Titular

BASIC OPERATIONAL INTERNSHIP		
TS 5001		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
16.0		
2		
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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- Reinforce and develop the knowledge 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

SKILLS

- Interpersonal communication
- Leadership
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Cultural sensibility
- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

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•

LEARNING, TEACHING & ASSESSMENT 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

ASSESSMENT SCHEME

Permanent evaluation by observation

Permanent evaluation via portfolio

ASSESSMENT WEIGHT

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

LEARNING RESSOURCES

1. ESSENTIAL

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

2. RECOMMENDED

- Training company website

3. INTERNET SITES

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

CONFIDENTIAL

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular****CASE STUDY - STUDENT PERSONAL DEVELOPMENT PLAN****CS 1001**

Bachelor in International Hospitality & Tourism Management

2016.2017

3.0

1 + 2

60

41

101

Major

ROOMS DIVISION

On Campus

COURSE DESCRIPTION

Case studies are a way to link 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 case studies are built on competencies developed by hospitality industry leaders and educational partners around the world.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- Be able to write a correct CV and cover letter
- Be able to perform an application interview
- Be able to perform good presentation skill
- Be able to understand cultural differences

SKILLS

- Interpersonal communication
- Leadership
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Cultural sensibility
- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

SYLLABUS CONTENT

- How to write a correct CV and cover letter
- How to perform an application interview
- How to perform good presentation skill
- How to understand cultural differences

LEARNING, TEACHING & ASSESSMENT 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.

- Workshop Assignment + Companion Materials: Videos and In Basket

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

Ongoing evaluation integrated in the course: Value 100%

LEARNING RESSOURCES

1. ESSENTIAL

- guidelines for SPDP
- general introduction to case studies

2. RECOMMENDED

- BBI's rules and regulations handbook

3. INTERNET SITES

CONFIDENTIAL

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

COMPUTER (I) PROPERTY MANAGEMENT SYSTEM "OPERA"		
WS 1014		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- 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

SKILLS

- o Organization theory and behavior

ABILITIES

- Analytical thinking

ATTITUDES

- Commitment to industry excellence
- Abilities for customer service environment

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

LEARNING, TEACHING & ASSESSMENT 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.

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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

Ongoing evaluation integrated in the course: Value 100%

LEARNING RESSOURCES**1. ESSENTIAL**

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

2. 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

3. INTERNET SITES

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

COMPUTER TECHNOLOGY (II) & EXCEL PRACTICE FOR HOSPITALITY		
BA 1017		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
1 + 2		
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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- Identify common technology systems used in hospitality operations.
- 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.
- Describe the various ways in which hospitality businesses use technology to gain and process reservations.
- Identify and describe the elements of a room management module.
- Identify and describe the elements of a guest accounting module.
- 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.
- Describe common hardware configurations of POS systems used by food service operations.
- Explain the functions and use of food and beverage management applications, including those concerning recipe and menu management, sales analysis, and pre/post-costing.
- Identify the elements of an automated sales office.
- Describe and apply revenue management principles.
- Explain the use of catering software.
- Identify and describe the numerous accounting applications that are available to hospitality businesses.
- Outline the components of information management, with special attention to data processing and data base management.
- Select and implement technology systems in hospitality settings.
- Identify the various threats to technology systems and the security precautions that should be taken to keep those systems safe.
- Describe the elements of technology system maintenance

SKILLS

- Interpersonal communication
- Leadership
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Commitment to industry excellence
- Abilities for customer service environment

SYLLABUS CONTENT

LEARNING, TEACHING & ASSESSMENT 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.

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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

- | | |
|--|--------------|
| ○ 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% |

LEARNING RESSOURCES

1. ESSENTIAL

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

2. 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

3. INTERNET SITES

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

FOOD AND BEVERAGE OPERATIONS & OENOLOGY		
BA 1013		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
1		
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

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- 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-boomed 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

SKILLS

- NA

ABILITIES

- NA

ATTITUDES

- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

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

LEARNING, TEACHING & ASSESSMENT 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.

- 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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

- | | |
|--|--------------|
| ○ 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% |

LEARNING RESSOURCES

1. ESSENTIAL

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

2. RECOMMENDED

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

3. INTERNET SITES

- NA

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

FRONT OFFICE OPERATIONS		
BA 1015		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
4.0		
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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

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

SKILLS

- Interpersonal communication
- Organization theory and behavior

ABILITIES

- Teamwork

ATTITUDES

- Cultural sensibility
- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

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

LEARNING, TEACHING & ASSESSMENT 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.

- 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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

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

LEARNING RESSOURCES

1. ESSENTIAL

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

2. 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

3. INTERNET SITES

- www.trivago.com
- www.visitbrussels.be
- www.ahla.com
- www.ih-ra.com
- www.hotrec.eu

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

FINAL WORK PROJECT – REVENUE AND YIELD MANAGEMENT “ OPTIMISING PRICING STRATEGIES”		
AS 1094		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
10.0		
2		
Major		
ROOMS DIVISION		
On Campus		

COURSE DESCRIPTION

The annual “FWP” is an individual research assignment requiring an analysis of the operations and management of a new opening hotel in order to optimise the pricing strategies and to justify the performances in the first year of opening. The student must present and defend orally his/her FWP in front of a jury. The PB reserves the right to compose the jury; which can be composed of faculty members, pedagogic board members, and external persons from academic and professionals of the hospitality industry.

During the year the promoter will assist students in their work, evaluate their progress step by step, and serve student’s interests to the best of their abilities. This allows students to earn a number of points for the final rating of their work. Doing so, the points which should be gained should reach up to 30% (Yearly development) of the students total grade.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- You will manage the revenue management of the hotel for 1 month.
- The assignments are divided in 4 ‘weeks’. After each period you hand in your decisions.
- Your decisions will influence the monthly results.

SKILLS

- Interpersonal communication
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Commitment to industry excellence

SYLLABUS CONTENT

- Presenting the hotel
- Numbers
 - Occupancy %
 - ADR
 - RevPAR
 - Contribution Margin
- Market share
- Influencing your Piece of the Pie.
 - A. Tactical Rate Management.
 - B. Package
- Things are happening.....

LEARNING, TEACHING & ASSESSMENT METHODS

Classroom work and/or research work (if required) will be quoted during the academic year and will be counted as merit/demerit in the yearly development part.

- Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper.
- Workshop Assignments, Videos, Industry Reports, Case Studies

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

Yearly Development 30% + Jury/Final presentation 70%

LEARNING RESSOURCES

1. ESSENTIAL

- Syllabus & extra course information
- Userguide & Background document
- Market Research
- E-appendices
- 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
- Cross, Robert G. "Revenue Management". 1997
- How to define your CompSet in STR. <http://rethinkhotels.com/how-to-define-your-compset/>. 2015
- Griffin, Jill. "Create Customer Value". <https://www.lynda.com/>. 2015

2. 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

3. INTERNET SITES

- Hospitalitynet.org. <http://www.hospitalitynet.org/index.html>
- HeBS Global. <http://blog.hebsdigital.com>

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

HOUSEKEEPING OPERATIONS		
BA 1018		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
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

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- 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

SKILLS

- Interpersonal communication
- Leadership
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork

- Abilities to work with limited resources

ATTITUDES

- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

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

LEARNING, TEACHING & ASSESSMENT 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.

- 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

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

- | | |
|--|--------------|
| ○ 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% |

LEARNING RESSOURCES

1. ESSENTIAL

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

2. RECOMMENDED

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

3. INTERNET SITES

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

MARKETING PRINCIPLES		
BA 1011		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
3.0		
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. This course is designed to meet the marketing challenges of tomorrow's dynamic and competitive hospitality marketplace. Examples of successful marketing efforts for hotels, restaurants, and clubs show how marketing principles and concepts apply in actual hospitality situations. Case studies, Internet resources, and videos of global marketing and hospitality professionals provide valuable insights and discussion points to back up the marketing theory. 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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- o Explain how marketing activities in the hospitality industry address the needs of many different types of buyers.
- o Describe the value of segmentation for marketing in the hospitality industry.
- o Describe and differentiate the characteristics of business and pleasure travel market segments.
- o Describe channels of distribution within the hospitality industry.
- o Describe vertical, horizontal, backward, and forward integration in the hospitality industry.
- o Explain why hospitality companies need flexible marketing strategies.
- o Describe how marketing efforts benefit from a zero-base budgeting process.
- o Explain the purpose of marketing research and describe types of marketing research.
- o Describe common sales tools and procedures used in hotel sales departments.
- o Identify the role of customer service within marketing.
- o Discuss the hierarchy of customers.
- o Summarize advertising types and themes, and describe examples of hospitality industry advertising campaigns.
- o Describe public relations.
- o Explain the keys to successful promotions.
- o Describe the origins of data base marketing and summarize keys to successful data base marketing.
- o Summarize the role of electronic marketing.
- o Define "packaging," and explain packaging benefits to consumers and hospitality firms.
- o Describe types of collateral materials used in the hospitality industry.
- o Define "pricing," and explain the importance of offering consumers price ranges and choices in hospitality products and services.
- o Give examples of how pricing strategies and yield management are used to maximize revenue.
- o List the major components of a marketing budget.
- o List the elements of a marketing plan.
- o Identify and describe the major federal laws that pertain to hospitality marketing.

SKILLS

- o Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork

ATTITUDES

- Abilities for customer service environment

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

LEARNING, TEACHING & ASSESSMENT 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.

- Discussion Questions, Exercises, Case Studies, Progress Tests, Internship Workshop Assignment + Companion Materials: Videos

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

- | | |
|---|--------------|
| ○ 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% |

LEARNING RESSOURCES

1. ESSENTIAL

- Marketing in the hospitality industry – 5th edition Ronald A. Nykiel

2. 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
- Video's: Kotler, Philip – Soma Jurgensen – Patrick Dixon, The future of Travel

3. INTERNET SITES

- Shift.com
- Ehotelier
- Newsletter Hospitality
- Marketing luxury hotels
- Xotels.com

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tuitions/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular****RESEARCH CASE STUDY - LODGING OPERATIONS AND MANAGEMENT****CS 1000**

Bachelor in International Hospitality & Tourism Management

2016.2017

5.0

1 + 2

60

41

101

Major

ROOMS DIVISION

On Campus

COURSE DESCRIPTION

Case studies are a way to link 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 case studies are built on competencies developed by hospitality industry leaders and educational partners around the world.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- Be familiar with working environments in lodging operations
- Understand the management techniques in the lodging industry
- Reinforce and develop knowledge about rooms division department

SKILLS

- Interpersonal communication
- Leadership
- Organization theory and behavior

ABILITIES

- Flexibility
- Creativity
- Teamwork
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- Cultural sensibility
- Ethical consideration
- Commitment to industry excellence
- Abilities for customer service environment

SYLLABUS CONTENT

- Familiarizing with working environments in lodging operations - Understanding the management techniques in the lodging industry - reinforcing and developing knowledge about rooms division department

LEARNING, TEACHING & ASSESSMENT 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.

- Workshop Assignment + Companion Materials: Videos and In Basket

ASSESSMENT SCHEME

End of term evaluation and continuous assessment.

ASSESSMENT WEIGHT

Ongoing evaluation integrated in the course: Value 100%

LEARNING RESSOURCES

1. ESSENTIAL

- guidelines for LOM
- general introduction to case studies

2. RECOMMENDED

- BBI's rules and regulations handbook

3. INTERNET SITES

Name of the Course Unit**Module****Programme****Last Revision****ECTS****Semester****Hours Tutorials/Assignments/Notional****Type of Course****Specialisation****Method****Lecturer-Titular**

REVENUE MANAGEMENT		
BA 1010		
Bachelor in International Hospitality & Tourism Management		
2016.2017		
4.0		
1 + 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.

LEARNING OUTCOMES

On completion of these modules the successful student is expected to:

KNOWLEDGE

- 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.
- Discuss the digital distribution landscape and the costs associated to failing to manage those channels
- Describe how the travelers' behavior has changed in the last years and what hotels need to watch out for

SKILLS

- Interpersonal communication
- Organization theory and behavior

ABILITIES

- Creativity
- Stress management
- Abilities to work with limited resources
- Analytical thinking

ATTITUDES

- NA

SYLLABUS CONTENT

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

LEARNING, TEACHING & ASSESSMENT 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, guest lectures, and presentations given by students themselves.

- Discussion Questions, Exercises, Case Studies, Progress Tests, Research Papers, Final Work Paper.
- Workshop Assignments, Videos, Industry Reports, Case Studies

ASSESSMENT SCHEME

End of term evaluation and continuous assessment in class.
Two additional progress tests throughout the course.

ASSESSMENT WEIGHT

- 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%

LEARNING RESSOURCES

1. 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
- Cross, Robert G. "Revenue Management". 1997
- How to define your CompSet in STR. <http://rethinkhotels.com/how-to-define-your-compset/>. 2015
- Griffin, Jill. "Create Customer Value". <https://www.lynda.com/>. 2015

2. 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

3. INTERNET SITES

- Hospitalitynet.org. <http://www.hospitalitynet.org/index.html>
- HeBS Global. <http://blog.hebsdigital.com>