



COURSE SYLLABUS

General information

Course title:	Management of Hospitality Enterprises I
ISVU course code:	
Course instructor:	Silvija Vitner Marković, PhD., College professor
Course assistant:	-
Study programme and specialization in which the course is taught:	Study of Hospitality Management
ECTS credits:	5
Semester of the course execution:	Third semester
Exam prerequisites:	-
Course objectives:	The aim of the course is to get students acquainted with the features of hospitality, especially in hotel industry. Also, the aim is to transfer the knowledge to the students necessary for the efficient operating of the hotel.

Course structure

Teaching mode	Number of contact hours per semester:	Student's requirements per teaching mode
Lectures:	30	attendance 80%
Exercises (auditory, linguistics):	30	attendance 80%
Exercises (laboratory, practical):		
Field work:		
Other:		
TOTAL:	60	

Monitoring of students' work and knowledge evaluation during the course

OUTCOMES		Written exam	Oral exam	Total	Pass	Time frame for the recognition of the outcome
Outcome 1	I1: explain the concept of hospitality and hospitality enterprises	8	8	16	8	By the end of the academic year
Outcome 2	I2: distinguish the types of accommodation facilities and describe their characteristics	8	8	16	8	By the end of the academic year
Outcome 3	I3: analyze the hotel operating departments and organization structure	10	10	20	10	By the end of the academic year
Outcome 4	I4: explain the importance of market positioning of the hotel as a precondition of	8	8	16	8	By the end of the academic year



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	successful hotel business					
Outcome 5	I5: explain the role of the reservation system in the hotel business	8	8	16	8	By the end of the academic year
Outcome 6	I6: analyze the importance and the role of guest safety, property security and new technologies in the hotel business	8	8	16	8	By the end of the academic year
Total % grade points		50	50	100	50	
Share in ECTS		2,5	2,5	5		

Knowledge evaluation on exams

Exam prerequisites					
OUTCOMES		Written exam	Oral exam	Total	Pass
Outcome 1	I1: explain the concept of hospitality and hospitality enterprises	8	8	16	8
Outcome 2	I2: distinguish the types of accommodation facilities and describe their characteristics	8	8	16	8
Outcome 3	I3: analyze the hotel operating departments and organization structure	10	10	20	10
Outcome 4	I4: explain the importance of market positioning of the hotel as a precondition of successful hotel business	8	8	16	8
Outcome 5	I5: explain the role of the reservation system in the hotel business	8	8	16	8
Outcome 6	I6: analyze the importance and the role of guest safety, property security and new technologies in the hotel business	8	8	16	8
Total % of grade points		50	50	100	50
Share in ECTS		2,5	2,5	5	

Review of units per week with associated learning outcomes

Week	Lecture course content and learning outcomes:	Outcome	Exercises course content and learning outcomes:	Outcome
1.	Definition of Hospitality and Hospitality Enterprises.	I1	Definition of Hospitality and Hospitality Enterprises.	I1
2.	Types of Basic Accommodation Facilities (according to OECD).	I2	Types of Basic Accommodation Facilities (according to OECD).	I2
3.	Types of Complementary Accommodation Facilities (according to OECD).	I2	Types of Complementary Accommodation Facilities (according to OECD).	I2
4.	Hotel Operating Departments, Organizational Chart of the Hotel.	I3	Hotel Operating Departments, Organizational Chart of the Hotel.	I3



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5.	Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service).	I3	Reception Department (organization, booking office, front desk, cashier, concierge, bellmen service).	I3
6.	Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry, Valet Service, etc.).	I3	Housekeeping Department (organization, hotel accommodation units (rooms and hotel apartments), guest laundry, Valet Service, etc.).	I3
7.	Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen).	I3	Food and Beverage Department (organization, supply, storage, preparation, sales, banquets, room service, catering, personnel canteen).	I3
8.	Other Hotel Facilities.	I3	Other Hotel Facilities.	I3
9.	Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.).	I3	Subsidiary Hotel Departments (Sales and Marketing, Human Resources, etc.).	I3
10.	Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.).	I3	Subsidiary Hotel Departments (Facility Engineering and Maintenance, etc.).	I3
11.	Market Positioning of the Hotel.	I4	Market Positioning of the Hotel.	I4
12.	Global Distribution Systems and Hotel Industry.	I5	Global Distribution Systems and Hotel Industry.	I5
13.	Guest Safety and Hotel Security – Material Standards.	I6	Guest Safety and Hotel Security – Material Standards.	I6
14.	Guest Safety and Hotel Security - Standard of Reasonable Care.	I6	Guest Safety and Hotel Security - Standard of Reasonable Care.	I6
15.	Hotel Industry and New Technologies.	I6	Hotel Industry and New Technologies.	I6

References (compulsory / additional)

1. Ninemeier, J. D., Hayes, D. K., Hotel Operations Management, Prentice Hall, 1st edition New Jersey, 2004
2. Classification of Hotel Establishments within the EU, The European Consumer Centres' Network, 2009
3. Pablo Sanz de Miguel, Notus-asr, Representativeness of the European social partner organisations: Hotels, Restaurants and Café (HORECA) sector, Eurofound, Research Report, 2018