

Implementation plan Finished

Study unit	Hotel Management (A9346), 10.0
Implementation	CCA1611: 1/2016-2017 (05.09.2016 - 16.12.2016)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA16SY Others : TOA16SY
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Salomaa Marjaana (Teacher in charge), Meriläinen Kaija (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group Language: English Virtuality: 1 cr Integration of R&D: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: - describe the business idea and model of a hotel - identify and analyze hotel operations, functions and services - practice front-line and back-office operations - plan operations from the management perspective
Previous studies	
Previous studies, more information	No previous tourism studies required
Contents	- Accommodation as a business - Business idea and business models of a hotel - Managing hotel business - Hotel operations, functions, outsourcing - Customers, products, services, processes - Quality management - Core key ratios in a hotel business - Hotel security management
Study material	Literature for example: Slattery, P. 2009. The economic ascent of the hotel business. Goodfellow Publishing. Oxford. Garrett, W. 2002. Hotel Management and the Interrelationships of Hotel Departments. The Edwin Mellen Press. New York. Mill, R. 2006. Managing the Lodging Operation. Pearson Education, Inc. New Jersey. Bardi, J.A. 2011. Hotel front office management. Literature will be based on academic journals, such as <i>Annals of Tourism Research</i>, <i>International Journal of Hospitality Management</i>, <i>Tourism Management</i>, <i>International Journal of Contemporary Hospitality Management</i> Databases for articles: - ebrary - ProQuest Central - ScienceDirect (Elsevier) - EBSCOhost - Emerald Journals (very good selection of journals)
Tutoring and communication	Lectures, team meetings, Optima

Implementation plan Finished

Evaluation criteria and methods	• Learning diary of lectures, visits and visitors; In case of absence the lecture themes are covered by literature review • Reservation systems assignment • Work shop (group work)
Work strain	• 96 hours of lectures • 174 hours of independent student / group work
Other arrangements	First meeting is mandatory for attending the course. If you must be absent from the first meeting, report it in advance by email to teacher. Otherwise we take it that you are not attending this course at all. Please prepare to attend to all lectures in schedule. The exact schedule will be confirmed in Optima when the course begins