

Implementation plan Finished

Study unit	Hotel Management (A9346), 10.0
Implementation	CCA1711: 1/2017-2018 (06.09.2017 - 22.12.2017)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA17SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	15.05.2017 08:00 - 31.05.2017
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Salomaa Marjaana (Teacher in charge), Miinalainen Petri (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	22.01.2018 Storing of graded material ends.: 22.12.2018
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.Suitable for hospitality exchange students.
Contents	Course covers operations & management: - 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	For example: Bardi, J.A. 2011. Hotel front office management.Rutherford, D.G. & O'Fallon M.J. 2009. Hotel magement and operations.Tewari, J. R. 2009 Hotel front office : operations and management Use the following databases to find articles regarding your theme. Search journals like for example <i>International Journal of Hospitality Management</i>, <i>Tourism Management</i>, <i>International Journal of Contemporary Hospitality Management</i> - ebrary - ProQuest Central - ScienceDirect (Elsevier) - EBSCOhost - Emerald Journals (very good selection of journals)

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	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
Evaluation criteria and methods	• Portfolio based on lectures, literature, visits and visitors • Reservation systems assignment • Work shop
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. The exact schedule will be confirmed in Optima when the course begins

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
06.09.2017	9.00				