

<b>Study programme:</b> BAS Tourism			
<b>Course title:</b> Hospitality management (T348)			
<b>Lecturer (Name, Middle name, Surname):</b> <a href="#">Sava V. Janićević</a> , <a href="#">Ivana V. Blešić</a>			
<b>Status:</b> obligatory for modules Hotel Management and Gastronomy			
<b>ECTS:</b> 6			
<b>Requirements:</b> None			
<b>Learning objectives</b>			
Acquiring academic knowledge and practical skills in managing hospitality enterprises and objects.			
<b>Learning outcomes</b>			
After successfully passed course, students are able to:			
Understand planning, organizing, managing and control as basic functions of a manager in hospitality enterprises; to understand work procedures in every sector within hotel or restaurant; to write an offer for customers; to organize daily operations and schedule; to evaluate service quality and customer satisfaction.			
<b>Syllabus</b>			
<i>Lecture</i>			
Historical development of hospitality management; Elements of management (principles, organizational positioning of management, range of hospitality management, functions of management, managers and management); Strategic hospitality management; Tactical hospitality management; Operative hospitality management; Gastronomy management; Service management; Room division and housekeeping management; Financial and innovative hospitality management; Quality Management and human resources in hospitality; Importance of group and team work in hospitality; Specificities of a manager and management in hospitality (culture of oral and written communication); Possibility of improvement of functioning of hospitality management (rationalization of working hours, planning and managing career of a manager, professional behavior, professional dress code, behavior of a manager in special situations).			
<i>Practice</i>			
Planning, organizing and managing duties of reception, room division, meal preparation and serving in hospitality enterprises. Evaluation of service quality.			
<b>Literature:</b>			
<ol style="list-style-type: none"> <li>1. Barrows, C.W., Powers, T. &amp; Reynolds, D. (2012): Introduction to Management in the Hospitality Industry (10th ed.), John Wiley &amp; Sons, Inc., NY.</li> <li>2. Hayes, D. K., Ninemeier, J. D. (2004): <i>Hotel Operations Management</i>, Pearson Educational International, Pearson, Prentice Hall</li> <li>3. Hollins, B., Shinkins, S. (2006): Managing Service Operations, Design and Implementation, Sage Publications, London.</li> <li>4. Ford, R.C., Sturman, M.C., Heaton, C.P. (2012): Managing quality service in hospitality: how organizations achieve excellence in the guest experience. Delmar, Cengage Learning, USA.</li> </ol>			
<b>Weekly teaching load</b>			<b>5 (75)</b>
Lectures: 3	Exercises: 2	Other forms of teaching:	Student research:
<b>Methods of Teaching:</b> Lectures, Illustration and Demonstration, Practical skills			
<b>Knowledge score (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	<b>points</b>	<b>Final examination</b>	<b>points</b>
Activities during lectures	<b>0-5</b>	Written examination	
Practical skills	<b>0-5</b>	Oral examination	<b>30-45</b>
Colloquia	<b>20-40</b>	.....	
Seminar paper	<b>0-5</b>		