NAME OF THE COURSE		Hotel Management				
Code	EUT204	Year of study	3rd			
Course teacher	Associate Professor Ljudevit Pranić, Ph.D. Professor Smiljana Pivčević, Ph.D.	Credits (ECTS)	5			
Associate teachers	Ena Jurić	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Required	Percentage of application of e-learning	40			

COURSE DESCRIPTION	
Course objectives	To prepare students to be able to explain the characteristics and peculiarities of the lodging sector, describe the organizational structure and operational functioning of various hotel departments, practically resolve business issues, and demonstrate effective business communication.
Course enrolment requirements and entry competences required for the course	Course prerequisites are prescribed in bylaws of the Faculty of Economics, Business and Tourism, and the rulebook on study programs and studying.
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	1. Summarize and analyze the past, present, and future of the hotel industry and other types of lodging in Croatia and Internationally; 2. Recognize and explain a hotel organizational structure and the functions, interrelationships, and challenges of various departments; 3. Devise and demonstrate effective correspondence and communication with hotel guests, coworkers, and business partners; 4. Identify and use data and key performance indicators in the hotel industry; 5. Analyze, solve, and preempt problems and challenges in hotel operations.

Course content broken down in detail by weekly class schedule (syllabus)	Review of industry terminology, and introduction to the history, typology, and current state of the lodging industry.	2	Course introduction and elaboration of the students' individual and group responsibilities. Explanation of the case study assignment. An example of how to lead an in-class case study discussion. Monitoring student engagement (MSE). 1st assignment.	2
	Models of expansion among hotels and similar hospitality establishments.	2	Student-led case study discussions. MSE.	2
	Planning, organizational activities, managerial levels, standards, and ethics in hospitality	2	Student-led case study discussions. MSE. 2nd assignment.	2
	Human resources in lodging and hospitality.	2	Student-led case study discussions. MSE. 1st quiz.	2
	Rooms division	2	Student-led case study discussions. MSE.	2
	Housekeeping department	2	Student-led case study discussions. MSE.	2
	Food & Beverage department	2	Student-led case study discussions. MSE. 3rd assignment.	2

	Maintenance and safety	2	Student-led case study discussions. MSE.	2	
	Managing hotel's meetings & conference facilities	2	Student-led case study discussions. MSE. 4th assignment.	2	
	Lodging and hospitality marketing	2	Student-led case study discussions. MSE. 2nd quiz.	2	
	Technology, social networks, and the lodging industry	2	Student-led case study discussions. MSE. 5th assignment.	2	
	Monitoring and evaluation of hotel performance	2	Student-led case study discussions. MSE.	2	
	Hotel revenue management	2	Student-led case study discussions. MSE.	2	

Format of instruction	☒ lectures ☒ seminars and workshops ☒ exercises ☐ *on line* in entirety ☒ partial e-learning ☒ field work	☒ individual assignments ☒ multimedia ☐ laboratory ☒ work with mentor ☒ guest speakers

Student responsibilities	In order to qualify for a passing grade, each student must attend at least 70% of classes, successfully complete a case study discussion, two quizzes, and at least four out of five individual assignments.

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	1	Research		Practical training	
	Experimental work		Report		Practical assignments	1
	Essay		Seminar essay	1		
	Tests	2	Oral exam			
	Written exam		Project			

Grading and evaluating student work in class and at the final exam	The final course grade is comprised of two tests (50%), individual practical assignments (25%), an in-class or online student-led case study analysis (15%), and a student's in-class or online engagement / participation / contribution (10%). Alternatively, students can be graded and evaluated through field work / internship (10% for field work attendance) and the field work-related written papers (field work written reflection paper [10%] and a written case study report [15%]), both of which replace the practical assignments, written essays, and in-class case studies (35% of total points). Final written and oral exams are not required. Students can opt out of taking the two tests during the semester, and instead only take the final written exam, however in such event they are not allowed to take the final oral exam. Students who take both tests, but are not satisfied with the results of these tests, have the right (no obligation) to take the final oral exam instead. While quizzes are administered online, test are administered in classroom. Points scale for the final grade: <60% Fail (1), 60-69% Poor (2), 70-79% Fair (3), 80-89% Good (4), 90-100% Excellent (5).

Required literature (available in the	**Title**	**Number of copies in the library**	**Availability via other media**

library and via other media)	Lectures and other supporting materials on the class Moodle platform. Collins, M. (2019). Delivering the Guest Experience: Successful Hotel, Lodging and Resort Management. Kendall Hunt Publishing,, SAD.	0	Moodle
	Szende, P., Markham Bagnera S. i Clark Cole D. (2020). Human Resource Management in Hospitality Cases. Routledge, SAD.	0	Moodle
Optional literature (at the time of submission of study program proposal)	American Hotel & Lodging Association https://www.ahla.com/		
Quality assurance methods that ensure the acquisition of exit competences	- Monitoring attendance and performance of other obligations of students (teacher) - Supervision of teaching activities (Vice Dean for academic and student affairs) - Analysis of student achievements across all courses of study (Vice Dean for academic and student affairs) - Student teaching evaluation survey for each course of study (Center for Quality Improvement at University of Split) - Test and/or exams administered by course teachers assess the successful adoption of all teaching outcomes pertaining to a particular course. The contents of these tests/exams are periodically reviewed for their adequacy in relation to the stated learning outcomes (Vice Dean for academic and student affairs)		
Other (optional)	The course instructor can host up to three guest speakers (industry practitioners), and students may take a course-related field trip or visit a company/organization.		