

NAME OF THE COURSE		Hotel Management					
Code	EUT204	Year of study		3 <sup>rd</sup>			
Course teacher	Ljudevit Pranić, Ph.D. Smiljana Pivčević, Ph.D.	Credits (ECTS)		5			
Associate teachers		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). 1 <sup>st</sup> 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. 2 <sup>nd</sup> assignment.			2	
	Human resources in lodging and hospitality.	2	Student-led case study discussions. MSE. 1 <sup>st</sup> 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. 3 <sup>rd</sup> 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. 4 <sup>th</sup> assignment.			2	

	Lodging and hospitality marketing		2	Student-led case study discussions. MSE. 2 <sup>nd</sup> quiz.		2
	Technology, social networks, and the lodging industry		2	Student-led case study discussions. MSE. 5 <sup>th</sup> 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	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input checked="" type="checkbox"/> field work			<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input checked="" type="checkbox"/> 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 ( <i>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</i> )	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	<p>The final course grade is comprised of two tests (50%), quizzes (5%), individual practical assignments (25%), an in-class or online student-led case study analysis (10%), 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).</p> <p>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.</p> <p>While quizzes are administered online, test are administered in classroom.</p> <p>Points scale for the final grade: &lt;60% Fail (1), 60-69% Poor (2), 70-79% Fair (3), 80-89% Good (4), 90-100% Excellent (5).</p>					
Required literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	Lectures and other supporting materials on the class Moodle platform.				0	Moodle
Optional literature (at the time of	Garbin Praničević, D., Pranić, Lj. i Arnerić, J. (2014). Hotel Website Performance: Evidence from a Transition Country, <i>Tourism and Hospitality Management</i> , 20 (1), 45-60.					

submission of study program proposal)	<p>Pranić, Lj. i Roehl, W.S. (2013). Development and validation of the customer empowerment scale in hotel service recovery. <i>Current Issues in Tourism</i>, 16 (4), 369-387.</p> <p>Garbin Praničević, D., Pranić, Lj. i Arnerić, J. (2012). Small hotels web site performance in transition countries: survey results from Croatia, <i>Global Business and Economics Anthology</i>, 2, 247-258.</p> <p>Petrić, L. i Pranić, Lj. (2011). The effects of selected macroeconomic variables on the presence of foreign hotels in Croatia, <i>Tourism and Hospitality Management</i>, 17 (1), 45-65.</p> <p>Pranić, Lj., Ketkar, S. i Roehl, W.S. (2011). The impact of macroeconomic country specific factors on international expansion of U.S. hotel chains, <i>Tourismos</i>, 6 (2), 33-51.</p> <p>Rutherford, D.G. i O'Fallon, M.J. <i>Hotel management and operations</i> (4. izdanje), SAD, 2007.</p> <p>Dittmer, P.R. i Keefe, J.D.III. <i>Principles of food, beverage, and labor cost controls</i> (9. izdanje), SAD, 2009.</p> <p>Jones, T.J.A. <i>Professional management of housekeeping operations</i> (5. izdanje), SAD, 2008.</p> <p>Zeithaml, V., Bitner, M.J. i Gremler, D. <i>Services Marketing</i> (5. izdanje), SAD, 2008.</p> <p>Hinkin, T.R. <i>Cases in hospitality management: a critical incident approach</i>, SAD, 1995.</p> <p>Raghubalan, G. i Raghubalan, R. (2009). <i>Hotel housekeeping operations and management</i> (2. edition), India.</p> <p>Cerović, Z. <i>Hotelski menadžment</i>, Fakultet za turistički i hotelski management, Opatija, 2003.</p> <p>Vukonić, B. <i>Povijest hrvatskog turizma</i>, Prometej, Zagreb, 2005.</p> <p>Vrtiprah, V. i Pavlić, I. <i>Menadžerska ekonomija u hotelijerstvu</i>, Sveučilište u Dubrovniku, 2005.</p> <p>Other resources: American Hotel &amp; Lodging Association <a href="https://www.ahla.com/">https://www.ahla.com/</a></p>
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>- Monitoring attendance and performance of other obligations of students (teacher)</li> <li>- Supervision of teaching activities (Vice Dean)</li> <li>- Analysis of student achievements across all courses of study (Vice Dean)</li> <li>- Student teaching evaluation survey for each course of study (Center for Quality Improvement at University of Split)</li> <li>- 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)</li> </ul>
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.