



General information		
Course instructor	Slobodan Ivanović, Ph.D., Full Professor in tenure	
Name of the course	Economics of Catering Business	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (45+0+30)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The aim of the course is to acquaint students with the principles of business and the economic challenges of the hospitality industry. Students are presented in a systematic and holistic manner new insights into the economics of hospitality companies based on scientific achievements and practical experiences of developed countries of the world and the EU. It also identifies the prevailing developmental tendencies that trace the future of hospitality in the EU and the world, thus creating a basis for new student thinking in the context of the changes that the turbulent tourism market carries on a daily basis.</p>		
1.2. Course enrolment requirements		
No special enrolment requirements		
1.3. Expected learning outcomes		
<p>It is expected that students, after passing exams in Economics of Catering Enterprise (9ECTS), can:</p> <ul style="list-style-type: none"> - properly construe and interpret the basic concepts of economics of catering enterprise - explain and interpret theoretical concepts in the domain of governance, management control and decision-making managers. - describe and analyse the essence of economics as a theory and practice in the hospitality industry, which represents the component and determinant of enterprise economy in terms of scientific and technological revolution and modern tourist market - calculate and analyse the resulting measure of success for a catering company and its operating result - define a method for finding the separation of fixed and variable costs, and make a calculation of sales prices of service. - assess and critically argue defined business policies and decisions of the catering company - argue attitudes and decisions regarding investment projects and financial policy of catering company - make a business plan for the economics of catering enterprise through resource economics, production and service processes and business functions within the company 		
1.4. Course content		



ECONOMICS ASPECTS OF CATERING SERVICES: the characteristics of hospitality as a production service industry, relations between hospitality and tourism, economic policy measures aimed the development of the hospitality industry.

ECONOMICS OF CATERING COMPANIES: the historical development of economics of hospitality as a social science subject matter and methods of economics, the place of economics of hospitality in the system of economic science, concept, types and characteristics of the catering business, catering business enterprises in the tourism market (business principles, business policy, planning and funding process the company), monitoring the business of catering companies through process control, analysis and economic-minded review.

ASSETS OF REPRODUCTION IN CATERING COMPANY: concept and classification of assets (fixed and current assets of companies), depreciation and accounting system in catering, maintenance and investment in fixed assets, performance and business of catering enterprises in the tourism market, monitoring and analysis of catering company.

THEORY OF COSTS IN HOSPITALITY: the notion of costs and their relation to the economics of the business, the cost of the elements of expenditure in the production and service processes, the costs of the accounting records and per unit of product and services themselves, the cost depending on the level of employment, the cost per place of origin and cost planning, analysis and rationalization of costs in the company, the calculation of products and services in hospitality, budget costs for different levels of capacity utilization, cost, revenue and capacity utilization, application of the theory of costs in pricing policy, functional analysis of the value of hospitality and tourism products.

BUSINESS RESULTS OF A CATERING COMPANY: Calculation of operations, Balance sheet of enterprises, The determination results of the company, Revenue management in a hospitality enterprise, and Expenditure management in a hospitality enterprise, Change in inventories, Business results, Determining the value of the company.

PERFORMANCE STANDARDS AND PERFORMANCE OF A CATERING COMPANY: Conceptualization of business success, Instruments of business success, The importance of indicators for performance management, Measurement of productivity in the hospitality, Efficiency and profitability of operations, Connectivity and interdependence of the measures of business success, Business success factors, Other criteria of business performance.

PRICE POLICY IN HOSPITALITY: Formation and pricing policies in the hospitality industry, Methods of pricing, Market factors impact on prices in the hospitality industry, price calculation.

PRINCIPLES FOR SALE IN HOSPITALITY: The function of marketing in the hospitality industry, Trends in hotel marketing, Marketing plan, Research and market segmentation, Selling of catering services, Advertising and marketing mix, Quality in the hospitality industry, Sustainable development of quality based on total quality management, Promotion and sales channels in Hospitality.

ECONOMICS OF INVESTMENT IN HOSPITALITY: Investments and investment motives in the hospitality industry, Investment decisions, Planning, preparation, appraisal and implementation of investment projects, Solving the problem of investment, Innovation processes and information technology in the hospitality industry, Environmental economics and the future of hospitality.



1.5. Manner of instruction							
<input checked="" type="checkbox"/>	lectures			<input checked="" type="checkbox"/>	individual assignments		
<input checked="" type="checkbox"/>	seminars and workshops			<input type="checkbox"/>	multimedia and network		
<input type="checkbox"/>	exercises			<input type="checkbox"/>	laboratories		
<input type="checkbox"/>	distance learning			<input checked="" type="checkbox"/>	mentorship		
<input type="checkbox"/>	fieldwork			<input type="checkbox"/>	other		
1.6. Comments							
1.7. Student responsibilities							
Attendance, seminar work, practical work and final written exam.							
1.8. Monitoring of student work ¹							
Class attendance	3	Class participation	0,1	Seminar paper	0,2	Experimental work	1
Written exam	1,8	Oral exam		Essay		Research	
Project		Continuous assessment	2,9	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1. Olsen, M., Zhao, J.: Handbook of Hospitality Strategic Management, Elsevier, 2008.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Ivanović, S., Ekonomika ugostiteljstva, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2012.							
2. Hayes, K.D., Ninemeier, D.J, Upravljanje hotelskim poslovanjem, M plus, Zagreb, 2005.							
3. Medlik, S., Ingram, H.: Hotelsko poslovanje, Golden marketing, Zagreb, 2002.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Mandatory number of copies of literature in relation to the number of students currently attending classes in the case (available at the library in the FTHM, Primorska 42 lka, ground, floor)							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
1. Olsen, M., Zhao, J.: Handbook of Hospitality Strategic Management, Elsevier, 2008.						5 copies	
2. Ivanović, S., Ekonomika ugostiteljstva, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2012.						5 copies	
3. Hayes, K.D., Ninemeier, D.J, Upravljanje hotelskim						5 copies	

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



poslovanjem, M plus, Zagreb, 2005.		
4. Medlik,S., Ingram, H.: Hotelsko poslovanje, Golden marketing, Zagreb, 2002.	5 copies	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.		