

General information		
Course instructor	Marta Cerović, PhD, Associate Professor	
Name of the course	Organization and Management of Hotel Processes	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 th	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The aim of the course is to introduce students to the fundamental terms of organization. Students will be trained to apply theoretical knowledge in practice, to interpret contemporary forms of organization in hotel business, use and explain new knowledge about management in hospitality industry, to analyse organizational problems in changing environment and to make suggestions for new forms of organization. Students will also be competent to argue the importance of organization in creating competitive tourist offer.</p>		
1.2. Course enrolment requirements		
None		
1.3. Expected learning outcomes		
<p>After finishing the course and passing the exam the students are expected to:</p> <ul style="list-style-type: none"> – Explain and use the methods and techniques of organizing the work process in the hotel industry – Use accomplished knowledge, skills and competencies in managing the hotel process functions – Identify and comment on organizational structure factors – Analyse the elements of organizational structure – Design the hotel organization 		
1.4. Course content		
<p>Hospitality industry in tourist offer: the principals of hospitality industry, hotel products; Organization: concept and definition of organization, organization principles, organizational factors; Shaping the organizational structure: concept and elements of organizational structure, types and structures; choosing the appropriate organizational structure; Contemporary trends in shaping the organization; Responsibility centres in the organizational structure; Projecting and schematic approach to the organization; Business functions; Business functions: disassembling tasks, grouping and linking hotels' work tasks; Process functions; Organization of workplace: definition and elements of workplace; designing the workplace; Management of business functions; Hotel staff in shaping the hotel offer: business prediction, profile of hotel staff, staff training; Procurement of goods and merchandise; Preparation and sale of products and services: preparation of facilities and rooms; preparation of meals and drinks; promotion and sale of products.</p>		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories

	<input type="checkbox"/> distance learning	<input type="checkbox"/> mentorship					
	<input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> other					
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Actively participating and attending the course, fulfilment of course obligations defined in the teaching program.							
1.8. <i>Monitoring of student work¹</i>							
Class attendance	2	Class participation		Seminar paper	0,45	Experimental work	
Written exam	1	Oral exam		Essay	0,6	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		Presentation	0,45				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
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.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Brotherton, B. et al. (2003.). The International Hospitality Industry – Structure, Characteristics and Issues. Oxford: Butterworth Heinemann							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Ford, C.R. & Struman C. M. (2020) Managing Hospitality Organizations: Achieving Excellence in the Guest Experience, SAGE							
2. O'Fallon, M.J. & Rutherford, D. G. (2011), Hotel Management and Operations, 5 th Edition, John Wiley & Sons, Inc. Hoboken, New Jersey							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Brotherton, B. et al. (2003.). The International Hospitality Industry – Structure, Characteristics and Issues. Oxford: Butterworth Heinemann					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							

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.

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.