ROBERT GORDON UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Hotel Operation Management

Reference	BS2321	Version	2
Created	April 2017	SCQF Level	SCQF 8
Approved	January 2016	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To provide the student with the knowledge of key aspects of hotel operation management

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Prepare and analyse basic management accounting information relevant to hotel operations.
2	Explain and evaluate the role of front office operations within a hotel.
3	Appraise sustainability practices and Corporate Social Responsibility within hotel operations.
4	Demonstrate an insight into problem solving and crisis management within hotel operations.
5	Describe current operational practices and trends within the accommodation sector.
6	Appraise sales promotion and management procedures adopted for maximising revenue

Indicative Module Content

Hotel Financial Operations, Hotel Sustainability, Corporate social Responsibility, Hotel Crisis Management, Problem Solving, Customer Service Delivery, Front Office Operations, Facility Usage, Critical Evaluation of Hotels, Digital Media, Future of Hotel Operations. types and trends, classification, international context, customer needs. Identification of operational practices; role of accommodation and revenue managers, managing the link between departments, buying and selection policies. Sales strategies; forecasting, pricing displacement, tactics and internet. Operational practices, quality control, legislative obligations.

Module Delivery

Key concepts are introduced and illustrated through lectures, student centred learning exercises and directed reading. A large proportion of delivery will involve input from industry; both from guest lectures and study visits.

Indicative Student Workload	Full Time	Part Time
Contact Hours	60	60
Non-Contact Hours	240	240
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2, 3, 4
Description:	Written report based on a case study.				

Component 2

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	5, 6
Description:	Written report				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	CHIBILI, M., 2010. *Basic management accounting for the hospitality industry.* Groningen: Noordhoff Uitgevers.
2	HARRIS, P., 2013. *Profit planning for hospitality and tourism.* 3rd ed. Oxford: Goodfellow Publishers Ltd.
3	WOOD, R., 2015. *Hospitality management: a brief introduction.* London: Sage.