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MODULE DESCRIPTOR

Module Title

Hotel Operations Management

Reference	BSM830	Version	1
Created	January 2017	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To provide students with the ability to apply the principles of operations management to the hotel management situation. To provide the understanding and experience of operations management thinking, leadership appropriate to hotel management, and key financial indices in hotel general management.

Learning Outcomes for Module

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

1	Critically appraise operations management theory in the production of services, specifically hotel products.
2	Critically analyse the leadership skills required by a hotel manager.
3	Critically analyse the measurement of quality in hotels
4	Critically evaluate the service package in relation to the hotel model.

Indicative Module Content

Defining operations management. Operations management related to applications within the hotel industry. decision areas and functions central to operations management: resources/inventory, physical process, capacity/daily services, personnel, quality (added value). The service package: explicit service, implicit service, supporting facilities, and facilitating goods. Leadership and leadership styles. Measuring quality in hotels. Interpreting key hotel management data.

Module Delivery

The module is delivered through a series of interactive teaching sessions, supported by a Field Study and seminar session with a hotel general manager. Students will apply theory to the hotel management situation. Both part-time and full-time students will follow the same mode of on-campus study and contact hours.

Module Ref:	BSM830 v1

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
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:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

Module Pass Mark = Grade D (40%). Where the student achieves below 35% in any component of assessment, a resit of that element will be necessary.

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50-59%
D	40-49%
E	35-39%
F	0-34%
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. ROBINSON, P., FALLON, P., CAMERON, H. and CROTTS, J.C. eds., 2016. *Operations management in the travel industry.* CABI.
2. VONDEREMBSE, M.A., WHITE, G.P. and ARDALAN, A., 1996. *Operations management: concepts, methods, and strategies.* West Publishing Company.
3. HEIZER, R. and BARRY, R., 2013. *Operation Management, Sustainability and Supply Chain management* (Vol. 11). Pearson, UK.
4. BOURANTA, N., PSOMAS, E.L.,and PANTOUVAKIS, A., 2017. *Identifying the critical determinants of TQM and their impact on company performance: Evidence from the hotel industry of Greece.* The TQM Journal,29(1), pp.147-166
5. MOHAR, A.H.A., ABDULLAH, F. and HO, V.B., 2016. *Development and Validations of a Holistic Service Operations Management Instrument.* Procedia-Social and Behavioral Sciences, 224, pp.429-436.