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MODULE DESCRIPTOR

Module Title

Hotel Operation Management

Reference	CB2321	Version	4
Created	June 2023	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	30
Amended	July 2023	ECTS Points	15

Aims of Module

To provide the student with the knowledge of key aspects of hotel operations management and develop the confidence to interpret financial data and make management decisions.

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 Appraise sustainability practices and Corporate Social Responsibility within hotel operations.
- 3 Demonstrate an insight into problem solving and crisis management within hotel operations.
- 4 Describe current operational practices and trends within the accommodation sector.
- 5 Appraise sales promotion and management procedures adopted for maximising revenue

Indicative Module Content

Hotel Financial Operations, Borrowings, Insurance, Foreign Exchange, Working Capital Management; Medium and Long term Finance, 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 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
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 5
Description:	Individual Portfolio				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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. <i>Basic management accounting for the hospitality industry</i> . Groningen: Noordhoff Uitgevers.
2	HARRIS, P., 2013. <i>Profit planning for hospitality and tourism</i> . 3rd ed. Oxford: Goodfellow Publishers Ltd.
3	WOOD, R., 2015. <i>Hospitality management: a brief introduction</i> . London: Sage.