

Faculty of Economics & Administrative Sciences Course Syllabus

Course Title: Hotel Management Operations

Course Number: 1802033435 Instructor: Hadeel Maaitah

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Instructor Office: 235

Office Hours: Sun-Tues-Thurs 10-11

Course Description:

This course focuses on operational and maintenance procedures for a lodging facility. Case studies introduce students to the day-to-day operations of each department in a hotel and allow students to understand what seasoned managers do. Topics include corporate structures, departmental responsibilities, hotel services and staff, decision making, and industry trends

Text Book:

Hotel Management and Operations, 5th Edition by Denney G. Rutherford & Michael J. O'Fallon (2011)

Student Learning Outcomes:

Upon successful completion of this course, the student should be able to:

- 1. Describe the corporate structure of a giant hotel and discuss the history which brought about its current status in the industry.
- 2. Give examples of corporate structure models for various giant hotels.
- 3. Compare and contrast the corporate structure of several giant hotels.
- 4. Discuss the interrelationship of organizational structure and the operational strategy of a hotel.
- 5. Describe the hotel services for which a general manager is responsible.
- 6. Give examples of various styles of management which different hotel general managers use.
- 7. Compare and contrast the leader manager with the entrepreneur manager for the hotel setting.
- 8. Describe the typical career ladder for advancing to a hotel general manager position
- 9. List the departments of a typical large hotel.
- 10. Describe the factors which contribute to successful front office operations
- 11. Discuss the responsibilities of front office personnel to maintain effective hotel communications.
- 12. Discuss the reasons for hotel guests' complaints.

- 13. Describe the process for turning a hotel guest's complaint into a positive outcome
- 14. Describe the typical career ladder for the hotel front office manager.
- 15. Discuss the evolution of the guest services department and the function it serves in the operation of a modern hotel.
- 16. Discuss the purpose of a typical housekeeping department for a large hotel.
- 17. Give examples of the various personnel positions within the typical hotel housekeeping department.
- 18. Describe the duties of the executive housekeeper for a large hotel.
- 19. Discuss the trends in hotel housekeeping departmental structure and operations.
- 20. Describe the function of a hotel's security department.
- 21. Discuss the trends in hotel security operation
- 22. Describe the function of a modern hotel engineering department.
- 23. Outline the responsibilities of a hotel engineer.
- 24. Discuss the trends in hotel engineering structure and operation
- 25. Define the marketing mix as it applies to hotel operations.
- 26. Describe the sales skills hotel managers need to market guest services effectively.
- 27. Discuss the hotel marketing department public relations effort.
- 28. Describe the role of a public relations position in a large hotel.

Lectures timetable: (Second Semester 2012-2013):

Week	Topics	Reading
16/9	Overview	Ch.1
23/9	Overview	Ch.1
30/9	Organization	Ch.2
7/10	Organization	Ch.2
14/10	General Managers: A View At The Top	Ch.3
21/10	General Managers: A View At The Top	Ch.3
	21/10-1/11 First Exam	
28/10	Operations: Rooms	Ch.4
4/11	Operations: Rooms	Ch.4
11/11	Operations: Housekeeping, Engineering, And	Ch.5
	Security	
18/11	Operations: Housekeeping, Engineering, And	Ch.5
	Security	
25/11	Food And Beverage Division	Ch.6
2/12	Food And Beverage Division	Ch.6
	02/12-13/12 Second Exam	
9/12	Marketing And Associated Activities	Ch.7
16/12	Marketing And Associated Activities	Ch.7
23/12	Revision	
	29/12-10/1/2013 Final Exam	

Grading plan:

First Exam: (20 points), Second Exam: (20 points) Class participation: (10 points), Final Exam: (50 points)