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 21/10-1/11 First Exam	Ch.3
28/10	Operations: Rooms	Ch.4
4/11	Operations: Rooms	Ch.4
11/11	Operations: Housekeeping, Engineering, And Security	Ch.5
18/11	Operations: Housekeeping, Engineering, And Security	Ch.5
25/11	Food And Beverage Division	Ch.6
2/12	Food And Beverage Division 02/12-13/12 Second Exam	Ch.6
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)