

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMIC BUSINESS AND INTERNATIONAL STUDIES		
ACADEMIC UNIT	DEPARTMENT OF BUSINESS ADMINISTRATION		
LEVEL OF STUDIES	MBA		
COURSE CODE	ΔTE512	SEMESTER	1 st
COURSE TITLE	HOTEL MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	3	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK & ENGLISH		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	-		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>After course completion, students will be able to:</p> <ul style="list-style-type: none"> • Identify all the necessary information regarding the operating departments of Hotel Units • Understand hotel terminology, • Discriminate between various business characteristics of a hotel, • Develop basic elements of business planning in the hotel industry • Evaluate the level of services provided in a hotel.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Working independently
- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Project planning and management

(3) SYLLABUS

The course aims to develop students' skills in understanding the financial importance of the hotel industry, ability to analyze key hotel dimensions, management skills in line with specific operating hotel aspects, knowledge about the international hotel industry, ability to analyze tourism and hotels diversity and creative thinking based on the future hotel evolution. The main issues covered are:

- The concept and scope of tourism businesses / hotels in general
- The concept and main characteristics of a hotel business
- Typology of hotel businesses
- Departmental Organizational Charts and Job Description Breakdowns
- Analysis of International hotel companies & networks
- Divisional structure of hotels:
- Front Office Department
- Guest Relations / ROOMS DIVISION
- Housekeeping Department
- Food and Beverage Service Department
- Kitchen or Food Production Department
- Engineering and Maintenance Department
- Accounts and Credits Department
- Security Department
- Human Resources (HR) Department
- Sales and Marketing Department
- Purchasing Department
- Information Technology (IT)

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching, communication with students	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Interactive Teaching	24
	Case Studies	24
	Project	36
	Study for final Exams	26
	Exams	2
	Course total	112
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written exam with development questions X 35% Case Study X 20% Interactive teaching X 15% Public Presentation X 30%	

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

- Χυτήρης Λεωνίδας, «ΤΟ ΜΑΝΑΤΖΜΕΝΤ ΤΩΝ ΞΕΝΟΔΟΧΕΙΑΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ», Εκδόσεις Interbooks, 1996.
- Michael J. O'Fallon, Denney G. Rutheford, "Hotel Management and Operations", Wiley 5th Edition, 2010.
- Gary Hamel and Michele Zanini, "Humanocracy: Creating Organizations as Amazing as the People Inside Them, Harvard Business Review Press, 2020.

Related academic journals:

- Management Research
- Journal of World Business
- International Business Review
- Management International Review
- Journal of Business Economics and Management

