

## Global Learning Semesters

### Course Syllabus

Course: HOSP-501 Advanced Hospitality Management

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-501	Advanced Hospitality Management	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

### Course Description

The course strengthens the students' ability to perform effectively through their career progression as managers of hospitality operations by analyzing the role of the position and by stressing the various responsibilities and challenges involved. Strategic management as it applies to the hospitality industry will be stressed as an integral part of effective decision-making through strategy formulation and implementation processes. A total framework for the management of hospitality operations will be provided.

In view of the global perspective of hospitality, the course focuses on disciplines and concepts that impact and have applicability to all sectors of the industry. Before the new challenges, the course covers key managerial strategies for brands, customer service, communications, crisis management, ethics, finance, human resources, leadership, marketing, purchasing, operations, risk management, security, organizational concepts, sales, and technology. Students will be able to develop the wide-ranging knowledge and analytical skills they need to succeed in today's burgeoning and dynamic hotel industry.

### Prerequisites

None

### Topic Areas

1. Hotel environment and organization – strategic issues and considerations before new trends
2. Industry forces – analysis, selection, positioning for competitive success
3. Growth strategies – development, financial options, brand establishment
4. Marketing – communications, sales, customer retention
5. Human resource strategies – maintaining a healthy labor force
6. Leadership and motivation – employee productivity, commitment
7. New technology – information technology in operations and direct communications
8. Risk management and security – safety as a prime concern
9. Crisis management – publicity for image protection
10. Ethical issues and group dynamics
11. Organizational and operational concepts - single/multiunit organizations
12. Business/corporate strategy – development, implementation
13. Service challenges – uniqueness of services, efficiency, profitability
14. Case analyses

## Evaluation Guidelines

Assignments, case studies, reports, project:	20-40%
Midterm exam:	20-40%
Final exam:	30-50%
Total:	100%

## Readings and Resources

### Required Textbooks

1. Nykiel, R., (2004). Hospitality Management Strategies. Prentice Hall. ISBN: 0130618764
2. O'Halloran, R., et al, (2005). Cases in Hospitality and Tourism Management. : Prentice Hall. ISBN: 0131700758

### Recommended Reading

1. Hayes, D., Ninemeier, J., (2003). Hotel Operations Management. Prentice Hall. ISBN: 0130995983
2. Tesone, D., Ricci, P., (2005). The Little Book of Cases in Hospitality Management: Stories From Industry Practitioners. Prentice Hall. ISBN: 013118329X
3. Kandampully, J., (2003). Services Management: the new paradigm in hospitality. Prentice Hall. ISBN: 1862505098
4. Woods, R., King, J., (2002). Leadership and Management in the Hospitality Industry. Educational Inst. of AHILA. ISBN: 0866122230
5. Mill, R., (2001). Resorts: Management and Operation. Wiley. ISBN: 0471361887
6. Harrison, J., Enz, C., (2004). Hospitality Strategic Management: Concepts and Cases. Wiley. ISBN: 0471478539
7. Rutherford, D., (2001). Hotel Management and Operations. Wiley. ISBN: 0471370525
8. Journal Articles