

<b>Identification</b>	<b>Subject (code, title, credits)</b>	THM 415 Lodging and Accommodation management – 3KU credits (6ECTS credits)
	<b>Department</b>	School of Economics and Management
	<b>Program (undergraduate, graduate)</b>	Undergraduate
	<b>Term</b>	Fall 2019
	<b>Instructor</b>	Dr. Bahadir Baysal
	<b>E-mail:</b>	bbaysal@khazar.org
	<b>Phone:</b>	
	<b>Classroom/hours</b>	Mashati Ganjavi 11, Tuesday 11:50-13:20 305N
	<b>Office hours</b>	By appointment
<b>Prerequisites</b>	MGT 310 Management Organizations	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	Required Readings <ul style="list-style-type: none"> <li>• David Hayes, Jack Ninemeier, Allisha Miller, (2017) Hotel Operations Management 3<sup>rd</sup> Edition</li> <li>• David Hayes, Jack Ninemeier, Allisha Miller, (2007) Hotel Operations Management 2<sup>nd</sup> Edition</li> <li>•</li> </ul>	
<b>Course website</b>	N/A	
<b>Course outline</b>	<ul style="list-style-type: none"> <li>• Students in this course should take a hotel manager’s (not the customer’s) perspective and intelligently discuss how an issue should be resolved or handled. Remember you are studying to be a hotel manager, not a hotel customer.</li> </ul>	
<b>Course objectives</b>	<ul style="list-style-type: none"> <li>• This course is designed to provide the students with a general understanding of the dynamics of the lodging industry, and specifically the operations and management of today’s modern hotels. By completing this course, the student should be able to:</li> <li>• Have a better perspective of the lodging industry, both domestic and international.</li> <li>• Understand the history of the lodging industry and identify future trends that will affect it.</li> <li>• Identify the relationship between a hotel’s operational departments.</li> <li>• Understand common lodging terms, and how they are used in the hotel industry.</li> <li>• State the operating goals of the modern hotel.</li> <li>• Describe the basic organizational structure of a hotel.</li> <li>• Understand the different stages of a “Guest Cycle” i.e. reservation, registration, and checkout.</li> <li>• Perform the basic front office functions</li> <li>• Understand the nuances of a hotel’s night audit process and also be able to perform a simple night audit of a hypothetical hotel.</li> <li>• Comprehend the management decisions on projected costs, room pricing, and future demand.</li> <li>• Apply various methods for room pricing, understanding their advantages and disadvantages.</li> <li>• Be aware of the impact of current technologies used in the lodging industry.</li> <li>• Have a full understanding of security and risk management issues in the industry.</li> </ul>	
<b>Learning outcomes</b>	This course examines hotel management and operations such as: <ol style="list-style-type: none"> <li>1. The industry from traditional to modern hotels.</li> <li>2. The process at every stage of the “Guest Cycle” i.e. reservation, registration, stay, and check-out</li> <li>3. The importance of service quality in guest services</li> <li>4. The hotel revenue cycle and impact of rate structures on revenues</li> <li>5. The impact of technology on hotel operations.</li> </ol>	
<b>Teaching methods</b>	<b>Lecture</b>	X
	<b>Group discussion</b>	X
	<b>Experiential exercise</b>	X

	<b>Case analysis</b>	-	
	<b>Simulation</b>	-	
	<b>Course paper</b>	x	
	<b>Others</b>		
<b>Evaluation</b>	<b>Methods</b>	<b>Description and deadline</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>	05.11.2019	30
	<b>Quiz</b>	01.10.2019 15.10.2019 03.12.2019	15
	<b>Class Attendance</b>		5
	<b>Activity -case study</b>		5
	<b>Presentation/ Project</b>	24.12.2019	10
	<b>Final Exam</b>		35
	<b>Total</b>		100
<b>Policy</b>	<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p><b>The quizzes:</b> There will be three quizzes throughout the course. The quizzes might be made of multiple choice questions, true/false questions and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points.</p> <p><b>Presentation/Project:</b> There will be presentations or a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. If it is a project it will be graded individually.</p>		
<b>Tentative Schedule</b>			
<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1	17.09.2019	Accounting	Chapter 6
2	24.09.2019	Revenue Management	Chapter 7
3	01.10.2019	<b>Quiz 1</b> Food and Beverage	Chapter 11
4	08.10.2019	Property Operation and Maintenance	Chapter 12
5	15.10.2019	<b>Quiz 2</b> Personal Safety	Chapter 13
6	22.10.2019	Property Security	Chapter 13
7	29.10.2019	Holiday	
8	05.11.2019	<b><u>M i d - t e r m E x a m</u> / Class continues</b>	
9	12.11.2019	Franchise agreements and management Contracts	Chapter 14
10	19.11.2019	Sales and Marketing	Chapter 8
11	26.11.2019	Front Office,	Chapter 9
12	03.12.2019	<b>Quiz 3</b> Housekeeping	Chapter 10
13	10.12.2019	Managing in the global hotel industry	Chapter 15
14	17.12.2019	Case study	
15	24.12.2019	<b>Presentation/Project</b> Wrap-up; Review of final exam	
16		<b>Final Exam</b>	