

Identification	Subject (code, title, credits)	THM 865 International Hospitality Management –3KU credits (6ECTS)
	Department	School of Economics and Management
	Program (undergraduate, graduate)	Graduate
	Term	Fall 2022
	Instructor	Dr. Bahadir Baysal
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	Phone:	421 79 16 (ext 256)
	Office hours	Friday 9:00-17:30
Prerequisites		
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	<p>Required Readings</p> <ul style="list-style-type: none"> • Alan Clarke, 2014 International Hospitality Management 2nd edition • David Hayes, Jack Ninemeier, Allisha Miller, (2017) Hotel Operations Management 3rd Edition • David Hayes, Jack Ninemeier, Allisha Miller, (2007) Hotel Operations Management 2nd Edition 	
Course outline	<p>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.</p>	
Course objectives	<ul style="list-style-type: none"> • This course is designed to provide the students with a general understanding of the lodging industry with its dynamics, and the operations and management of today's modern hotels. By completing this course, the student should be able to: • Understanding of both domestic and international lodging industry, • Identify future trends that will affect it. • Understand the relationship between a hotel's operational departments. • Understand common lodging terms, • Describe the organizational structures of the modern hotels. • Understand the front office functions and the hotel's night audit process and also be able to perform a simple front office and night audit of a hotel. • Analyze the management decisions on projected costs, room pricing, and future demand. • Apply various methods for room pricing, understanding their advantages and disadvantages of room pricing. • Analyze the impact of current technologies used in the lodging industry. • Have a full understanding of security and risk management issues in the industry. 	
Learning outcomes	<p>This course examines hotel management and operations such as:</p> <ol style="list-style-type: none"> 1. The differences between traditional and modern hotels. 	

	2. The process of “Guest Cycle” in every stage i.e. reservation, registration, stay, and check-out 3. The importance and effects of service quality in guest services 4. The lodging revenue cycle and impact of rate structures on revenues 5. The effects of technology on hotel operations.		
Teaching methods	Lecture		x
	Group discussion		x
	Experiential exercise		x
	Course paper		x
Evaluation	Methods	Description and deadline	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Activity		5
	Project		10
	Assignment		10
	Final Exam		40
	Total		100
Policy	Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion Assignment & Project: There will be presentations and 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. The project it will be graded individually.		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Course Overview, Overview of Hotel Industry Organizations	Chapter 1
2		Guest Service imperative	Chapter 2
3		Hotel General Management	Chapter 3
4		Hotel General Management	Chapter 3
5		General Managers as Leaders	Chapter 4
6		Human Resources	Chapter 5
7		Human Resources Challenges	Chapter 5
8		Sales and Marketing	Chapter 8

9		<u>Mid - t e r m E x a m</u> / Class continues	
10		Sales and Marketing Challenges	Chapter 8
11		Front Office	Chapter 9
12		Front office Challenges	Chapter 9
13		Franchise agreements and management Contracts	Chapter 14
14		Managing in the Global Hotel Industry	Chapter 15
15		Project	
16		Wrap-up; Review of final exam	
		Final Exam	