

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>THM 415 Lodging and Accommodation management – 3KU credits (6ECTS)</b>	
	<b>Department</b>	School of Economics and Management	
	<b>Program (undergraduate, graduate)</b>	Undergraduate	
	<b>Term</b>	Fall 2022	
	<b>Instructor</b>	Dr. Bahadir Baysal	
	<b>E-mail:</b>	bbaysal@khazar.org	
	<b>Phone:</b>		
	<b>Classroom/hours</b>	Mashati Ganjavi 41	
	<b>Office hours</b>	By appointment	
<b>Prerequisites</b>	<b>MGT 310</b> Management and Organization		
<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></ul>		
<b>Course website</b>	N/A		
<b>Course outline</b>	Students in this course will learn brief information about accounting, revenue management, maintenance, personal safety topics which help them to understand the system from a hotel manager’s (not the customer’s) perspective.		
<b>Course objectives</b>	The following objectives are pursued in this course: <ul style="list-style-type: none"><li>Designed to provide the students with understanding of the dynamics of the lodging industry, and especially the operations and management of today’s modern hotels.</li><li>The importance of service quality in guest services</li><li>The hotel revenue cycle and impact of rate structures on revenues</li><li>The impact of technology on hotel operations.</li></ul>		
<b>Learning outcomes</b>	This course examines hotel management and operations such as: <ul style="list-style-type: none"><li>Understand the lodging industry, both domestic and international.</li><li>Understand the relationship between a hotel’s operational departments.</li><li>Learn the common lodging terms, and how they are used in the hotel industry.</li><li>Explore the operating goals of the modern hotel.</li><li>Comprehend the management decisions on projected costs, room pricing (apply various methods for room pricing, understanding their advantages and disadvantages), and future demand.</li><li>Be aware of the impact of current technologies used in the lodging industry.</li><li>Have a full understanding of safety, security and risk management issues in the industry.</li></ul>		
<b>Teaching methods</b>	<b>Lecture</b>		x
	<b>Group discussion</b>		x
	<b>Experiential exercise</b>		x
	<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>		30
	<b>Quiz-assignment</b>		10
	<b>Class Attendance</b>		5
	<b>Activity</b>		5

		Project	10
		Final Exam	40
		Total	100
Policy		<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p><b>Activity</b> 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.</p> <p><b>The quizzes:</b> There will be four 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 2.5 points.</p> <p><b>Project:</b> There will be 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> <p><b>Case analysis</b> will be based on an essay. The cases will be provided during the lesson and will focus on the taught material</p>	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Accounting	Chapter 6
2		Accounting	Chapter 6
3		Revenue Management	Chapter 7
4		Housekeeping	Chapter 10
5		Quiz 1- Food and Beverage	Chapter 11
6		Property Operation and Maintenance	Chapter 12
7		Personal Safety	Chapter 13
8		Quiz 2- Employee and Tourist security	Chapter 13
9		M i d - t e r m E x a m / Class continues	
10		Property Security	Chapter 13
11		Franchise agreements	Chapter 14
12		Quiz 3 - management Contracts	Chapter 14
13		Managing in the global hotel industry	Chapter 15
13		Managing in the global hotel industry	Chapter 15
14		Quiz 4 - Case study	
15		Project Wrap-up; Review of final exam	
16		Final Exam	