

Identification	Subject (code, title, credits)	THM 315 Hospitality Management–3KU credits (6ECTS)
	Department	School of Economics and Management
	Program (undergraduate, graduate)	Undergraduate
	Term	Spring 2023
	Instructor	Dr. Bahadir Baysal
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	Phone:	421 79 16 (ext 256)
	Office hours	Friday 9:00-17:30
Prerequisites	THM 310 Principles of Tourism	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	Required Readings <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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. 	
Course objectives	This course is designed to provide the students with a general understanding of the accommodation industry with its dynamics, and the operations and management of today's modern hotels. By completing this course, the student should be able to: <ul style="list-style-type: none"> 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. 	
Learning outcomes	This course examines hotel management and operations such as: <ol style="list-style-type: none"> The differences between traditional and modern hotels. The process of "Guest Cycle" in every stage i.e. reservation, registration, stay, and check-out The importance and effects of service quality in guest services The lodging revenue cycle and impact of rate structures on revenues The effects of technology on hotel operations. Have a full understanding of security and risk management issues in the industry. The importance of service quality in guest services The hotel revenue cycle and impact of rate structures on revenues The impact of technology on hotel operations. 	
Teaching methods	Lecture	X
	Group discussion	X
	Experiential exercise	X
	Course paper	X
	Others	

Evaluation		Methods	Description and deadline	Percentage (%)
		Midterm Exam		30
		Project		10
		Class Attendance		5
		Activity		5
		Presentation		10
		Final Exam		40
		Total		100
Policy		<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor.</p> <p>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</p> <p>Presentation & 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.</p>		
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		Human Resources	Chapter 5	
5		Accounting, Revenue Management	Chapter 6,7	
6		Sales and Marketing	Chapter 8	
7		Front Office	Chapter 9	
8		<u>M i d - t e r m E x a m</u> / Class continues		
9		Housekeeping	Chapter 10	
10		Food and Beverage	Chapter 11	
11		Property Operation and Maintenance	Chapter 12	
12		Personal Safety, Employee and Tourist security, Property security	Chapter 13	
13		Franchise agreements	Chapter 14	
14		Management Contracts	Chapter 14	
15		Presentation/Project Managing in the Global Hotel Industry	Chapter 15	
16		Wrap-up; Review of final exam / Final Exam		