

Operations Management

Code: 43412
ECTS Credits: 6

Degree	Type	Year	Semester
4314928 Hotel Management	OB	0	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Teachers

Daniel Blabia Girau

External teachers

Alejandro Casajuana
Ferran Anguera
Santi Pintado

Prerequisites

There are no prerequisites for taking this subject

Objectives and Contextualisation

The module deals with the most operational area of hotel management focusing on broad management areas included areas such as reception management, purchasing, new openings or hotel operation control always from a general management approach. In the hotel industry where the companies base their growth by managing both their own and third-party facilities, the identification, definition and control of clear operational indicators becomes essential: Which are for each department of the hotel? How can them be optimized?

The objectives are:

- To implement operating control systems in the different hotel departments
- To manage purchases in a way that allows the hotel company to obtain competitive advantages through differentiation and customer satisfaction.
- To know the possibilities that TICs offer to the hotel sector manager in this area
- To know the stages and main tasks of opening projects of new establishments
- To identify the key elements for the management and commercialization of events in hotel companies

Competences

- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Develop management and leadership skills.
- Formulate a strategy and its implementation in human-resource management.
- Identify and combine indicators with which to prepare reports for decision-making.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Show expertise in advanced hotel management and in using its tools.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use ICT in managing and analysing the activity, to make improvements and identify new business opportunities.
- Work in interdisciplinary teams.

Learning Outcomes

1. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
2. Continue the learning process, to a large extent autonomously.
3. Define an integral balanced score card system, encompassing all departments, to control the hotel operation.
4. Develop management and leadership skills.
5. Establish corporate purchasing policies.
6. Identify and combine indicators with which to prepare reports for decision-making.
7. Identify the most recent world-class success stories in hotel sector operations, and the key factors behind this success.
8. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
9. Know the different models for managing both general and specific operations in the hotel sector.
10. Know the information systems that focus on operations management.
11. Know the main hotel-industry purchasing portals.
12. Master the basic variables of negotiation in purchasing and quotation processing.
13. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
14. Use statistical software to measure service quality.
15. Work in interdisciplinary teams.

Content

- Main hotel operating indicators
- Management and control of hotel operation and security
- Purchase management: selection of offers, supplier evaluation, purchasing portals and stock management
- Management of new hotel openings
- Project management

Methodology

The teaching methodology is based on different activities:

- Lectures where the teachers will present the general topics, cases / exercises will be resolved / discussed and debates will be held between students on exposed and previously read or explained topics
- Realization of computer classroom cases
- Personalized advise with the teacher

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory classes	40	1.6	9, 11, 10, 3, 4, 12, 5, 7, 6, 8, 13, 1, 2, 14
Type: Supervised			
Case studies working and teacher advice	60	2.4	9, 12, 5, 6, 1, 15
Type: Autonomous			
Study, case studies preparation and exams	49	1.96	9, 11, 10, 3, 4, 12, 5, 7, 6, 8, 13, 1, 2, 15, 14

Assessment

To be able to suspend the subject, at least 80% of the lectures must have been attended. To be able to attend the retake exam, it is required to obtain at least a 3.5 grade in the first examination sitting.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project 1 presentation	35%	0.5	0.02	9, 11, 10, 4, 12, 5, 7, 6, 8, 13, 1, 15, 14
Project 2 presentation	30%	0.5	0.02	10, 4, 14
Role play hotel management	35%	0	0	9, 10, 3, 4, 1, 2, 15

Bibliography

- BARLOW, GERALD LEE. (2002). Just-In-Time: Implementation Within The Hotel Industry-A Case Study. *International Journal of Production Economics* 80.2: 155-167
- CHIBILI, M. (2017). *Modern hotel operations management*. Routledge, New York.
- PEREZ N, CIVERA JJ. (2012). *Operaciones y control de almacén en la industria alimentaria*. Síntesis2.
- PIRES, S. (2007). *Gestión de la cadena de suministros*. McGraw-Hill / Interamericana de España.