

Degree	Type	Year
Hotel Management	OB	0

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no prerequisites for taking the subject

Objectives and Contextualisation

The module shows, from a managerial point of view, the different information systems that can be useful in the hotel sector and how management can use them to improve operational management and decision making. The module ends with a hotel business game, something relatively common in general management business masters, but not so much in hotel management. During the simulation, the students organize themselves in teams and are assigned the integral management of a hotel, so that they compete with each other using a powerful computer simulator making decisions in different periods of time on different topics developed in the master.

The objectives are:

- To introduce students to the concepts associated with IS and IT in large corporations
- To learn how large business information systems (ERP) can be applied in the hotel sector
- To know in an applied way relevant PMS in the market
- To apply the knowledge acquired in the rest of the modules, in an integrated and competitive way, through a specific business game of the hotel sector

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.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Show possession of a holistic, integrating vision of the worldwide socioeconomic environment and take its impact into account in hotel management.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Use ICT in managing and analysing the activity, to make improvements and identify new business opportunities.
- Work in interdisciplinary teams.

Learning Outcomes

1. Acknowledge the importance of cybersecurity in the hotel industry.
2. Choose the most suitable Property Management System (PMS) for a hotel business.
3. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
4. Continue the learning process, to a large extent autonomously.
5. Develop management and leadership skills.
6. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
7. Know the latest trends in online business.
8. Know the main corporate management systems: enterprise resource planning, customer relationship management, supply chain management and business intelligence.
9. Know the potential of information systems for integrating the different management areas of a global hotel corporation, thus increasing management efficiency.
10. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
11. Study how ICT can contribute to integrated international management, including measures for gaining customer loyalty.
12. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
13. Work in interdisciplinary teams.

Content

1. Basic concepts of information systems and technologies
2. TICs planning
3. Information systems for integrated management of company resources
4. Outsourcing of TICs services
5. PMS (hotel management systems). Business intelligence (BI) and customer relationship management (CRM) systems
6. Hotel business game

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory classes	40	1.6	11, 8, 9, 7, 2, 5, 10, 3, 6, 4, 12, 1
Type: Supervised			
Business game lectures and teacher advice	64.5	2.58	9, 7, 10, 6, 4, 12
Type: Autonomous			
Study, case studies preparation and exams	45	1.8	11, 8, 9, 7, 2, 5, 10, 3, 6, 4, 12, 1

Teaching language: Spanish

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
- Exams
- Case studies / computer sessions
- Team competition managing your own hotel through a hotel business game
- Personalized advice with the teacher, both individual and group

In this course, the use of Artificial Intelligence (AI) technologies is not allowed in any of its phases. Any assignment containing AI-generated content will be considered a breach of academic integrity and may result in partial or full penalization of the activity's grade, or more severe sanctions in serious cases

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
BI and CRM project	45%	0	0	11, 8, 9, 7, 2, 5, 10, 3, 6, 4, 12, 13, 1
Business game exam	10%	0.5	0.02	9, 5, 10, 3, 6, 4, 12
Business game grade	45%	0	0	9, 5, 10, 6, 4, 12, 13

This subject/module does not offer the option for comprehensive evaluation

To pass the course the student must attend a minimum of 80% of the lectures. In order to attend the recovery exam, a minimum grade of 3.5 must be obtained in the first exam sitting.

Bibliography

- Tesone, DV (2005). Hospitality Information Systems and E-Commerce. John Wiley & Sons Inc.
- Materials Cessim per Hospitality game (www.cesim.com)

Software

Microsoft Excel, Power BI, MailChimp, CRM, Cesim Hospitality Simulator

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon
(TE) Theory	2	Spanish	second semester	afternoon