

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Prerequisites

There are no prerequisites.

Group languages

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

Objectives

The objective of this subject is to ensure that students get a broader and practical knowledge about different types of existing hotel establishments (individual hotels, chains ...), mainly located in large cities, at the coast and the mountains. As well as other accommodation, companies and services related to catering. It also includes other topics related to the industry.

In addition to providing a global view of the facilities and services of the establishments mentioned, this course focuses on the knowledge of different management systems and hotel policy, both hotels and service companies related to catering, on the one hand, and on the other hand, increase the academic training of students, through small practical cases on current issues.

The total number of hours corresponds strictly to teaching hours in the classroom (seminars, lectures, case studies, where appropriate), different types of visits such as service companies related to hotels, online tutorials (follow-up of the subject by the students), study, and the implementation of the final report as an individual evaluator.

At the end of the course, the student will be able to:

1. Establish the main tasks and responsibilities of different Management roles.
2. Formulate relevant issues during small meetings.
3. Knowing the details, features and policies of leading hotel groups.
4. Identify different forms of hospitality management and marketing.
5. Differentiate between business hotels, vacation, city or mountain.
6. Knowledge of women's trajectories and roles with different ages and social situations in their professional work.

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Manage and organise time.
4. Work in teams.
5. Demonstrate an orientation and culture of customer service.

6. Adapt to changes in technology as they occur.
7. Identify the different accommodation and catering companies and their basic structure.
8. Understand the basic corresponding regulations.
9. Identify and evaluate the elements governing activity in the hotel and catering sector and their impact and interaction with the surrounding area.
10. Identify methods of qualitative and quantitative analysis in the different catering sectors and well as their impact and evolution.

Contents

This subject is structured into the following sections:

1. Seminars.
2. Presentations by professionals of hospitality, catering sector and other sector companies etc.
3. Visits to different types of accommodation companies with different ways of management.
4. Visits to service companies linked to the hotel industry.
5. Practical Case Studies (where applicable).

Some of the planned activities (companies visits) will be carried out during a schedule that will take the whole morning or afternoon or all day.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Practice lectures (sector companies visits)	50	2	2, 5, 7, 9, 10
Tutorials	10	0.4	1, 3
Lectures (seminaris / conferences)	20	0.8	2, 5, 6, 9
Practical papers solution	7	0.28	1, 3, 4, 8, 9, 10
Follow up the subject	28	1.12	3, 7, 10

Teaching Language: Catalan

The course will have four different learning dynamics:

a) Visits to companies sector and other related service companies:

To take part in a visit, the uniformity stipulated by the school is required.

- Visit the establishment's facilities to know the services offered to the guests. (30 to 45 minutes)
- Conference (2 hours) with the manager and / or other relevant positions in the company, about different ways of doing (management) regarding to:
- Establishment operations, competence position, commercial policy, type of client, organizational structure, department heads responsibilities and roles, control criteria, coordination and departmental communication, purchasing policy, etc.
- The Director's vision about: human resources, costs, sales, profitability on issues related to property, matters directly managed by de director, etc.
- AOB.

b) Lectures (Seminars / Conferences):

- Students are expected to regularly access Campus Virtual where they will find the information published, to follow up each of the session.
- Lecturer session.

c) Practical papers resolution (If applicable):

- Group work: students should respond, explain and defend the different scenarios provided by the professor.
- Evaluation by a defense board designated for this purpose (if applicable, and regarding the topic).

d) Tutoring on line:

To follow up the course, students must weekly access to the Campus Virtual for having instructions / necessary visits information (programs, confirmations, web pages, documents,...).

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Exam	30	2	0.08	1, 7, 9
Final rapport visits	20	23	0.92	3, 6, 9, 10
Visits: Preliminary work / participation	30	6	0.24	1, 2, 3, 5, 6, 7, 8
Practical cases studies	20	4	0.16	4, 7, 8

A) CONTINUOUS ASSESSMENT:

The evaluation has four elements:

1.- Final Rapport (individual) which should include:

- Short description of the visited establishments and services they offer.
- Specific characteristics of the establishments visited.
- Management systems and comparison.
- Conclusions and personal assessment of the establishments visited.
- General conclusions and personal view of the subject.

In this report, students should add the questionnaire (personal assessment), delivered by the professor at the end of the course (Virtual Campus).

2. - Explain and defend the different scenarios provided by the professor. Evaluation test of the seminars.

3.- Written exam with all the contents of the subject.

4.- Uniformity, attendance, preparation, participation and contributions.

The final grade will be comprised of 20% of the report + 30% Exam, 50% (20% practical case studies + 30% visits preparation, participation and uniformity). In order to be evaluated, a minimum of attendance is required (mandatory at 80%).

B) SINGLE ASSESSMENT:

Final Examination (all the subject content) (60%) / Final Report (modality to be defined by the professor), (40%).

Day and time established in the academic calendar, as per the Official Center's Schedule (EUTDH).

C) REASSESSMENT:

Only for students that in the final evaluation have obtained a mark over 3,5 and below 5. The maximum qualification to be obtained in this exam is 5 over 10.

Day and time established in the academic calendar, as per the Center Official exams schedule (EUTDH).

Examination method to be defined by the professor.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

- Delivered to the student by the invited professionals of sector (classroom / campus virtual) or along the establishments visits.
- Websites of visited establishments.
- Daniel Goleman (2005) Emotional Intelligence,
- Steven R. Covey (2004) The 7 habits of highly effective people
- Dr. Steven McKenzie (2014) Mindfulness at work
- Michael Watkins (2013) The first 90 days, Harvard Business Review Press
- Simon Sinek (2019), Start With Why, How great leaders inspire everyone to take action, Penguin Business

Software

There is no specific software.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	Catalan	second semester	morning-mixed