

7. Hospitality Management

1. Module Title	Hospitality Management	2. Module Code	Seminar
3. Academic Year, Semester, Module Status	2021-2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	Student understands the role of the hospitality business around the world in the 21 st century. Based on the knowledge and personal perception is able to place himself/herself within the industry.		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Is able to structure the hospitality industry around the world.		K_W07	commitment during classes, presentations/ projects
2. Describes and understands the hospitality management role in the big picture.		K_W02	commitment during classes, presentations/ projects
3. Comprehends and distinguishes between different business models interpreting its opportunities and threats.		K_W04	commitment during classes, presentations/ projects
Skills	Effect Code		Assessment
	Subject	Field	
1. Is aware how to identify and potentially solve challenges occurring within the hospitality industry.		K_U06	commitment during classes, presentations/ projects
2. Can make a critical analysis of the effectiveness and usefulness of the applied knowledge.		K_U04	commitment during classes, presentations/ projects
3. Is able to individually and in a team prepare a high-quality workshop exercise/ presentation.		K_U13	commitment during classes, presentations/ projects
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Is eager to present his/ her own opinions and solutions.		K_K03	commitment during classes, presentations/ projects
2. Is able to think and act in an effective, unconventional and innovative way.		K_K04	commitment during classes, presentations/ projects
3. Is ready to perform professional roles in a responsible and ethical manner.		K_K05	commitment during classes, presentations/ projects
5. Module Coordinator	Name		E-mail
	Natalia Głowacka		natalia.kaczmarek.official@gmail.

		com
6. Lecturer	Name	E-mail
	Natalia Głowacka	natalia.kaczmarek.official@gmail.com
7. Module Level	Masters	Bachelors
		x
8. Year and Programme	Year	Programme
	3	BA in Management
9. Module Content		
	Topics Discussed	Hours
Seminar		
	<ol style="list-style-type: none"> 1. Under the hospitality umbrella – international perspective. Industry structure. How the industry is evolving? Hotels around the world. 2. Hospitality business – service business. Service as a process. Customer loyalty. Every moment counts. Service guarantee. 3. Lodging – more than hotels. Types of lodging. Hotels. Convention hotels and conference centres. Lodging with entertainment components. Lodging operations. 4. Foodservice – more than restaurant. Types of foodservice. Restaurant operations. 5. Human resources. Role of the human resources department within the hospitality industry. Critical issues facing human resources managers. Empower employees. 6. Marketing. Establishing effective hospitality marketing. 7. Do you want to own a hotel? Hotel development and ownership. Hotel management. Hotel franchising. 8. Do you want to own a restaurant? Restaurant development and ownership. Restaurant management. Restaurant franchising. 9. Business ethics. What does the ethical behaviour in the hospitality business mean? Dilemmas faced by hospitality managers. 10. Hospitality management in the 21st century. Future of the hospitality business around the world. 11. Taking your place in the world of hospitality. The hospitality job market. Interviewing. Developing your career path. International opportunities. 	<p>2.5 h each topic</p> <p>30 h together</p>

12. The day of a general manager.		
10. Assessment Methods	Coursework: commitment during classes (50%) presentations / projects (50%)	
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.	
13. ECTS Credits	5	
		Hours
		ECTS
	Contact Hours	
	Seminar	30
	Consultation	15
	Other Kind of Student's Activity	
	Individual Student's Work	80
	SUMM	125
		5
14. Required Readings	1. Harold E. Lane, Denise Dupré, <i>Hospitality World! An Introduction</i> , Van Nostrand Reinhold, 1997	
15. Place where module is run	LU campus	
16. Other	n/a	