Course Outline for: BUSN 1152 Hotel Operations Management

A.   Course Description:
1. Number of credits: 4
2. Lecture hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

The lodging sector of tourism provides travelers with a safe, clean, and welcoming place to stay while traveling away from home. Through assigned readings, discussion, and guest lectures, students develop an understanding of the organizational structure, and revenue and cost centers, of a full-service hotel.

B.   Date last reviewed: March 2024

C.   Outline of Major Content Areas:
1. Overview of the lodging industry
2. Importance of guest service
3. Role of the General Manager (GM)
4. Managing human resources
5. Revenue Management
6. Hotel organization & operations
   a. Front office
   b. Housekeeping
   c. Food and beverage (including meetings and banquets)
   d. Sales and marketing
   e. Engineering and maintenance
   f. Security
   g. Accounts
   h. Human resources
   i. Purchasing
   j. Information technology
7. Planning and evaluating operations (revenue and cost centers)
8. Importance of safety and security
9. Ownership and management
10. Leading in a global hotel industry

D.   Course Learning Outcomes:
Upon successful completion of the course, the student will be able to:
1. Analyze the role of the General Manager (GM) of a full-service hotel.
2. Discuss the knowledge, skills and abilities needed to be an effective hotel manager.
3. Differentiate departments of a hotel into revenue or cost centers.

4. Calculate and interpret hotel ADR, RevPAR and occupancy rates.
5. Summarize the stages of the guest cycle.
6. Explain the importance of providing memorable guest experiences.
7. Discuss the role revenue management has in the financial success of a hotel.
8. Defend the importance of cultural intelligence in the success of leadership in hotels.

E. Methods for Assessing Student Learning:
Methods for assessment may include, but are not limited to, the following:
1. Discussions
2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

F. Special Information:
None