

PRE-REQUISITE

THM-104 Principles of Management

LEARNING OUTCOMES:

After completion of the course students will be expected to be able to:

1. Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
2. Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
3. Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from nontraditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.
4. Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining. Techniques addressed include implementing the four-step training method, developing a staffing guide, adopting alternative scheduling methods, motivating the housekeeping staff, and administering a formal disciplinary action program.

COURSE INTRODUCTION & OBJECTIVES:

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

Module -1: Lodging- Yesterday and Today

- Ancient history, middle ages, colonial period, nineteenth century and twentieth century
- The industry today, Organization design, Types of travelers

Module -2: Forces Affecting growth and Change in the Hospitality Industry

- Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity

Module -3: Food Service

- The varied field of food service, the restaurant business, the dining market and the eating market, contemporary popular priced restaurants, restaurant operations, making a profit in food service operations, keeping the score in operations
- Best practices in food and beverage management. Contemporary hotel catering

Module -4: Competitive Forces in Food Service

- Competitive conditions in food service, marketing mix, competition with other industries, self-operated facilities, business and industry food service, vending
- Consumer concerns, Food service and the environment

Module -5: Operations: Rooms

- The room side of the house, front office operations, Job at the front office, yield management, room rate structure, the property management system, guest accounting, reservation and forecasting, guest service

Module -6: Operations; Housekeeping, Engineering and Security

- Housekeeping organization and operations, co-ordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel

Module -7: Marketing and Associated Activities

- Building market leadership, consumer decision rules and implication of hotel choice, hotel pricing, Hotel sales organization and operations, public relations
- Marketing research

Module-8: Financial control and Information Management

- Budgeting and forecasting, the economics of the hotel business, dimensions of the hotel investment decision
- The hotel purchasing function, Data mining for hotel firms, Cash management and cost control

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment		It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). *Food and beverage management*. Routledge.
2. Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). *Hotel operations management*. Upper Saddle River, NJ: Pearson.
3. O'Fallon, M. J., & Rutherford, D. G. (2010). *Hotel management and operations*. John Wiley & Sons.
4. Walker, J. R., & JOSIELYN, T. (2009). *Introduction to hospitality* (p. 656). Pearson/Prentice Hall.
5. Suzanne W., (2000). *Hotel and Motel Operations* 2nd edition. Delmar-Thomson Learning.