



Course Code HOSP -100	Course Title Introduction to Hospitality Management	ECTS Credits 6
Department HT&S Management	Semester Fall, Spring	Prerequisites None
Type of Course Major /Elective	Field Hospitality	Language of Instruction English/Greek
Level of Course 1 st Cycle	Year of Study 1st	Lecturer(s) George Panayiotou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry. More specifically, the course will provide an opportunity for you
- Become acquainted with the social, economic and environmental context within which the hospitality industry operates
- Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism
- Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management
- Be able to identify the role of managers in the hospitality industry and to highlight their principal responsibilities
- Provide an opportunity for further developing those skills which are important to learning, e.g. library skills, study skills, and so forth
- Be able to judge whether the hospitality profession suits your abilities, tastes, and career interests

Learning Outcomes:

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

1. **Explain the relation** of lodging and food service operations to the travel and tourism industry.
2. **Describe the role** of the travel and tourism industry and its economic impact on the local, national and international levels.
3. **Cite opportunities** for education, training and career development in the hospitality industry.
4. **Demonstrate knowledge** of the history of the lodging and food service industry.
5. **Analyze, evaluate and discuss** several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future.
6. **Distinguish and oppose** the effect on the industry of franchising, management contracts, referral organizations, independent and chain ownership and condominium.
7. **Endorse** the general classifications of hotels and describe the most distinctive features of each.
8. **Describe the seven common divisions or functional areas of the hotel organization** (Rooms, Food and Beverage, Engineering and Maintenance, Marketing and Sales, Accounting, Human Resources, and Security) and explain the responsibilities and activities of each.
9. **List** departments found in each hotel division.
10. **Outline and explain** the main classifications of food service.
11. **Describe** the organization, structure and functional areas in commercial and institutional food service operation.
12. **Discuss** aspects of food and beverage controls, which pertain to food and beverage sales, payroll planning and production standards.

Course Contents: Dates and Chapters subject to change without prior notice

<u>Week</u>	<u>Subject</u>	<u>Text Assignments</u>
1	<i>I. Introduction</i>	Chapter 1
1	Forces Affecting Growth and Change in the Hospitality Industry	Chapter 2
	<i>II. Food Service</i>	
2	The Restaurant Business	Chapter 3
2	Restaurant Operations	Chapter 4
3	Restaurant Industry Organization	Chapter 5
3	Competitive Forces in Food Service	Chapter 6
4	On-site Food Service	Chapter 7

4	Issues Facing Food Service	Chapter 8
4	Food Service: Review*	Chapters 3-8
III. Lodging		
5	Lodging: Meeting Guest Needs	Chapter 9
5	Hotel and Motel Operations	Chapter 10
6	Forces Shaping the Hotel Industry	Chapter 11
6	Competition in Lodging	Chapter 12
6	Lodging: Review*	Chapters 9-12
IV. Travel, Tourism and the Hospitality Industry		
7	Tourism: Front and Center	Chapter 13
7	Destinations: Tourism Generators	Chapter 14
7	Travel and Tourism: Review*	Chapters 13-14
8	V. Management in the Hospitality Industry	Chapter 15
<i>Management: A New Way of Thinking</i>		
8	—Planning	Chapter 16
8	—Organizing	Chapter 17
8	—Staffing	Chapter 18
9	—Controlling	Chapter 19
9	—Leading and Directing	Chapter 20
9	Functions of Management: Review	Chapters 15-20
VI. Special Topics		
10	The Role of Service in the Hospitality Industry	Chapter 21
10	Course Review*	Chapters 1-21

Learning Activities and Teaching Methods

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/assignments

Assessment Methods

Students' PowerPoint presentations, assignments, exercises , Midterm exam, Final exam

Required Textbooks/Readings

Authors	Title	Publisher	Year	ISBN
Barrows, Powers:	<i>Introduction to Management in the Hospitality Industry, 9th Edition</i> + Study Guide	John Wiley and Sons	2009	978-0-471-78277-3
LATTIN, G. W	<i>The Lodging and Foodservice Industry. 6th ed.</i>	The Educational Institute of the American Hotel and Motel Association.	2005	978-0-86612-270-2
George Panayiotou.	<i>HOSP-100 Lecture Notes</i>	n/a	2010	n/a

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
NINEMEIER, J.D.	<i>Management of Food and Beverage Operations. 3rd. ed</i>	The Educational Institute of the American Hotel and Motel Association.	2000	0-86612-182-x