

## Course Syllabus

What you will learn in this course

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### **Hotel Management 1a: Introduction**

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Creating unforgettable memories through luxury and meticulous care is a service that the best hotels can offer. In this course, you will learn about the business of hospitality and the different types of hotel ownership and programs. You'll explore the essential functions of a hotel from bookings, management systems, front and back of house operations, technologies, and more. You'll also discover what it takes to keep guests happy and run a sustainable program. Let's create some management magic!

### **Unit 1: Introducing Hotel Management**

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You are about to embark on a journey into one of the most lucrative professions that continues to grow every day. Hotel management is the perfect career path because there are endless opportunities to contribute to anyone's professional desires. You can choose to be a spa manager at a resort in Hawaii, an entertainment manager who accommodates famous musicians

performing at casinos on the Las Vegas strip, or the general manager (top boss) of an ice hotel in Sweden. The list goes on, and the possibilities are vast. The information that you will learn here has the capacity to change your life. How, you may ask? You will discover what it takes to be successful in this industry, and to do that you will have to discover yourself. Though this concept may seem scary, it's well worth the effort, because in doing so, you will know if hotel management is right for you.

## What will you learn in this unit?

1. Understand the dynamics of the hotel organization and the perks of hotel management
2. Comprehend the main functions and classifications of a hotel and the appeal for guests
3. Identify the concepts of hotel entrepreneurs and their relationship to hotel management
4. Distinguish forms of hotel legal ownership

<b>UNIT 1 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 1 Critical Thinking Questions	Homework
Unit 1 Activity 1	Homework
Unit 1 Activity 2	Homework
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Quiz

## Unit 2: The Front of the House

When guests arrive at a hotel, they have a particular set of expectations for the kind of experience that they want. A couple may wish to enjoy a lavish suite while they listen to ocean waves rumbling in the distance. A family may crave relaxation and playtime by the pool while drinking fruit smoothies. A businessperson may need to work in the computer room and not be bothered. Friends celebrating after graduation may want a limousine escort to the most popular clubs in town. The standards will differ depending on the type of hotel and the type of guest, but each guest desires to feel important and wants their needs met to the best of the hotel's ability. It is the front of the house hotel employees and managers who represent the hotel's face and voice and set the stage for each unique guest experience. You are about to discover precisely how

hotels “wow” their guests and the critical role front of the house employees play in successful hotel operations.

## What will you learn in this unit?

1. Identify each of the front of the house departments and how they connect within the hotel industry
2. Understand the significance of the concierge department and the extent to which they assist the hotel guests
3. Comprehend the dynamics of the hotel reservations department and booking procedures
4. Distinguish the various roles, processes, systems, and operations of the front desk while grasping the responsibilities of the night auditor

<b>UNIT 2 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 2 Critical Thinking Questions	Homework
Unit 2 Activity 1	Homework
Unit 2 Activity 2	Homework
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Quiz

## Unit 3: The Guest Service Cycle

The guest service cycle is similar to the circle of life mentioned in the Lion King movie because it represents the beginning of a relationship between guests and the hotel. The responsibility of the hotel encompasses the services, employees, and entire guest experience. Whether the guest is at the hotel for business, pleasure, or another endeavor, the service process remains the same. There is no finite end to the cycle because when a guest leaves the hotel, they are wanted and expected to return. Communication does not cease, but rather the cycle interaction between guest and hotel continues on.

## What will you learn in this unit?

1. Comprehend the importance of the pre-arrival and arrival procedures that are the first and second stages of the guest service cycle
2. Demonstrate an understanding of what guests need during their stay and the departure procedures that comprise the third and fourth stages of the guest service cycle
3. Grasp the fundamental ways by which to connect with guests interpersonally and abide by policies and protocols
4. Assess how the guest experience is shaped by hotel meetings, conventions, and events
5. Identify a variety of guest expectations and determine how to best meet them

<b>UNIT 3 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 3 Critical Thinking Questions	Homework
Unit 3 Activity 1	Homework
Unit 3 Activity 2	Homework
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Quiz

## Unit 4: The Back of the House 1—Sales and Marketing Team

What are hotels' hidden secrets to success? Do the guests choose hotels, or do the hotels choose the guests? How do hotels provide precisely what the consumers desire? The answers lie within the hotel's sales and marketing team. Separately, they accomplish individual income goals for the hotel. Together, they push boundaries and raise the revenue bar to new heights.

## What will you learn in this unit?

1. Grasp the duties and responsibilities of hotel sales and marketing
2. Understand why hotels use segmentation to discover their target market
3. Apply attention-grabbing tips and tricks through a marketing plan
4. Know what sales tactics hotels use to build revenue

## UNIT 4 Assignments

Assignment	Type
Unit 4 Critical Thinking Questions	Homework
Unit 4 Activity 1	Homework
Unit 4 Activity 2	Homework
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Quiz

## Hotel Management 1a Midterm Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the **first** half of the course (Note: You will be able to open this exam only one time.)

## MIDTERM Assignments

Assignment	Type
Midterm Exam	Exam
Midterm Discussion	Discussion

## Unit 5: The Back of the House 2—Engineering, Finance, and HR Teams

A hotel has a multitude of employees and managers doing their very best to run the company operation each day. Some team members have prominent roles, out front and center of the guests, while others function behind the scenes, in the background. The engineering, finance, and human resources departments are all part of the back of the house team, and each are foundational to the hotel's success. Each of these important BOH teams keep the hotel running and in tiptop shape and, thanks to their hard work, guests enjoy a smoother, more enjoyable stay.

## What will you learn in this unit?

1. Understand the responsibilities of the hotel engineering department
2. Calculate and interpret hotel finances and income
3. Determine the hotel budget through profit and cost variables
4. Discern the tasks of the human resources team

<b>UNIT 5 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 5 Critical Thinking Questions	Homework
Unit 5 Activity 1	Homework
Unit 5 Activity 2	Homework
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Quiz

## Unit 6: Food and Beverage

At the most basic level, guests must eat and drink in order to survive. Thankfully, the lodging industry goes well beyond that to provide an array of offerings to best meet the needs of guests, from simple to elaborate. The goal of the food and beverage department within a hotel is to offer much more than basic sustenance; instead, they aim to tantalize each guests' tastebuds with savory dishes and delectable liquid concoctions that stimulate their senses. Hotels utilize restaurants, bars, cafes, and snack shops to please guests' inherent desires while reaping the benefits of additional income.

## What will you learn in this unit?

1. Comprehend the functions, jobs, and responsibilities of the food and beverage department
2. Access the process of creating menus, recipes, food preparation, presentation, and banquet protocols
3. Apply food safety and sanitation procedures
4. Understand the food and beverage marketing approaches and demonstrate the financial aspects of profit and loss.

<b>UNIT 6 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 6 Critical Thinking Questions	Homework
Unit 6 Activity 1	Homework
Unit 6 Activity 2	Homework
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Quiz

## **Unit 7: Hotel Technology**

Technology has made significant inroads into every sector of business; the hotel industry is no exception. In fact, hospitality tech is booming, as advances have changed how hotel personnel communicate with guests, complete their tasks, and provide excellent customer service. Technology is not only a tool that makes life easier, but its implementation also gets results and improves desired outcomes. Proper use of technology is essential to staying relevant and competitive within the highly competitive field of hotel management.

### **What will you learn in this unit?**

1. Understand the importance of technology within the hotel industry
2. Comprehend the use of communication technology
3. Grasp the fundamentals of technology systems and software
4. Know hotel marketing and website technology strategies

<b>UNIT 7 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 7 Critical Thinking Questions	Homework
Unit 7 Activity 1	Homework

Unit 7 Activity 2	Homework
Unit 7 Activity 3	Homework
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Quiz

## Unit 8: Hotel Operations

When guests arrive at a hotel, step out of their vehicle, and take the first full-scale look at their destination, they want it to be clean and feel safe. If these first impressions don't meet their initial expectations, there is a high likelihood that the guest will report having an overall negative experience at the hotel. A clean, orderly, and safe environment goes a long way to ensure that guests will have a positive impression from start to finish. Every department comes together to maintain the quality of the guests' stay. However, the department of hotel operations represents the backbone of the hotel, as they're responsible for attending to the guests' most basic needs.

### What will you learn in this unit?

1. Understand the hotel housekeeping job responsibilities
2. Assess housekeeping cleaning procedures and communication
3. Apply sanitation practices within the hotel industry
4. Comprehend the importance of hotel security and safety

<b>UNIT 8 Assignments</b>	
<b>Assignment</b>	<b>Type</b>
Unit 8 Critical Thinking Questions	Homework
Unit 8 Activity 1	Homework
Unit 8 Activity 2	Homework
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion



Unit 8 Quiz

Quiz

## Hotel Management 1a Final Exam

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- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the **second** half of the course (Note: You will be able to open this exam only one time.)

### FINAL Assignments

Assignment	Type
Final Exam	Exam
Final Exam Discussion	Discussion

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