



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Profundización en Hotelería (4387PFHO)

PROGRAM: Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2020-2		
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality		
Subject type	Elective/Emphasis		
Language	English		
	Programme	Semester	

Semester	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
Number of Academic Credits	2		
Hours of academic work	96		
Contact hours	32		
Hours of independent/autonomous work	64		
Learning prerequisites	<ul style="list-style-type: none"> • Understand the impact of Quality Management on clients and other stakeholders. • Analyse, propose and argue solutions to quality and service problems in accordance with the principles of Quality Management and Applying quality approaches in different organizations. • Understand and value the total cost of quality. • Understand the usefulness of quality management for the competitiveness of the organization 		
International Component	<ul style="list-style-type: none"> • Vocabulary and technical language to communicate in different cultural contexts. • Intercultural challenges. • Courses linked to international challenges or projects with teams composed by both international faculty and students. • International Guests. 		

Sustainable Development Goals (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This deepening empowers the student to acquire knowledge and analytical thinking typical of service administrators on the development of administrative, operational and commercial bases of a Hotel General Manager. At the end of the semester the student will understand the difference between an operational employee and one in the administrative, managerial and commercial branch.					
Key Words:	Hospitality, hotel management, hotel operation.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Identifies the types and categories of hotel and tourist establishments	Knowledge	Introduction: Hospitality industry, tourism, value chain and Development process of: • Types of hotels and tourist establishments	Theoretical Class	Summative Assessment
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Knows the most representative types of hotel contracts in the industry	Knowledge	Managerial vision of ecommerce. <ul style="list-style-type: none"> • Ota's • Revenue Management • Channel Manager • CRS's • Global Distribution Systems. • Sales team • Managerial vision of the marketing plan. Hotel operators and brands. <ul style="list-style-type: none"> • Types of hotel contracts. 	Theoretical Class	Summative Assessment

	ILO01 BA&S ILO07 BA&S ILO08	Knows the hotel financial indexes and their impact on organizations	Knowledge	Operational Analysis. <ul style="list-style-type: none"> • Average rate • Revpar • Market penetration rates • Market Share • Percentage of occupation. • Gross operational profit GOP • Financial statements • Hotel development Administration of Boards, assemblies, partners and committees. <ul style="list-style-type: none"> • Managerial Leadership. 	Theoretical Class	Summative Assessment
	ILO02	Analyse hotel financial indexes and their impact on organizations.	Skill	Operational Analysis. <ul style="list-style-type: none"> • Average rate • Revpar • Market penetration rates • Market Share • Percentage of occupation. • Gross operational profit GOP • Financial statements • Hotel development Administration of Boards, assemblies, partners and committees. <ul style="list-style-type: none"> • Managerial Leadership. 	Theoretical Class	Summative Assessment
	ILO05	Formulates hotel operation strategies through the use of simulators	Skill	Operational Analysis. <ul style="list-style-type: none"> • Average rate • Revpar • Market penetration rates • Market Share • Percentage of occupation. • Gross operational profit GOP • Financial statements • Hotel development Administration of Boards, assemblies, partners and committees.	Simulation Scenarios	Formative Assessment

	<p style="text-align: center;">• Managerial Leadership.</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.</p>
<p>Bibliography y</p>	<ul style="list-style-type: none"> • It is a practical subject, which teaches the management and execution of events in the real field, the development of the class is based on the knowledge management of people who have been in the field for years, no bibliography is used.