



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Deepening in the Hospitality Business (4312PFNE)

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"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. • Intercultural challenges. • Research and/or projects with international and intercultural components. • International Guests. 		

Sustainable Development Goals (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This deepening enhances in the student the acquisition of knowledge and analytical thinking typical of service administrators about all stakeholders in the development of the Hospitality business, based on the real situations that may arise in the exercise of activities within the sector.					
Key Words:	Hospitality, strategies, hospitality business.					
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	Knows the tourism value chain and interrelationships between actors.	Knowledge	- Introduction: Hospitality industry, tourism, value chain and new business development process.	Theoretical Class	Summative Assessment
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Distinguishes the Market, Stakeholders, Resources and Collaborators giving a global and systemic approach to the organization.	Knowledge	- Strategic management - Environment and Stakeholders - Strategic Management - Introduction Marketing Mix		
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Understands the generalities of the operation of the hotel business in order to have a tool for	Skill	- Market Analysis (Relationship with Clients, Brands, Segmentation). - Definition of the offer, location and Value Proposition - Pricing and Channels Strategy		

		making managerial decisions		- Key Processes, Resources and Capabilities for Operation		
	ILO01 ILO02 ILO06 BA&S ILO07 BA&S ILO08	Creates strategies for the planning and management of companies belonging to the hospitality industry	Skill	- Strategies and Action Plans applied: The Service process - Strategies and Action Plans applied: Manage Customer satisfaction and Loyalty		
	<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>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>					
Bibliography	<ul style="list-style-type: none"> • O'Fallon, M. J. (2011). Hotel management and operations. Hoboken, NJ: Wiley. • Enz, C. A. (2010). Hospitality Strategic Management : Concepts and Cases. Hoboken, N.J.: John Wiley & Sons, Inc. • Venison, P.(2005). 100 Tips for Hoteliers. NY: iUniverse,Inc. Tips 8-18. • Bowie, D., & Buttle, F. (2011). Hospitality marketing: Principles and practice. Amsterdam: Elsevier Butterworth-Heinemann. Cap 1,2 y 3. • Scheel M.A.,(2004). Evaluación Operacional y Financiera. Universidad Externado de Colombia. Cap 3. 					