

NAME OF THE COURSE		Hospitality firms' business				
Code	ECT203	Year of study	3			
Course teacher	Smiljana Pivčević, Associate Professor Ante Mandić, Assistant Professor	Credits (ECTS)	5			
Associate teachers	Zvonimir Kuliš, mag.oec.	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory	Percentage of application of e-learning	25			
COURSE DESCRIPTION						
Course objectives	The primary objective of this course is to obtain knowledge and skills, which are essential for understanding the specifics of hospitality firms' business. The role of the hotel businesses, as the crucial aspect of the hospitality industry, is emphasised.					
Course enrolment requirements and entry competences required for the course	As indicated in the Statute of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<ol style="list-style-type: none"> 1. Identify different types and specifics of the hospitality firms' business and their importance in tourism development. 2. Analyse the current state and the trends in the development of the hospitality industry in Croatia and the rest of the world. 3. Assess the importance, development and key characteristics of the hotel industry in Croatia. 4. Identify fundamental internal and external forces influencing hotel businesses. 5. Calculate and interpret the key indicators of the business performances of the hospitality firms' business. 6. Develop a business plan for selected hospitality enterprise (hotel). 					
Course content broken down in detail by weekly class schedule (syllabus)	Course objectives, requirements, grading, evaluation of the student work and necessity of continuous work . Defining the fundamentals of hospitality business and contemporary trends in the industry	2	Introduction to the model of student work in class throughout the semester.	2		
	Hospitality firms' business – classifications and categorisation. Overview of development and trends in the hospitality industry in Croatia and globally.	2	The analysis of the hospitality industry in Croatia. Evaluation of the students works in class. (ESA)	2		
	The importance and specifics of the hotels within the hospitality industry – state and trends in Croatia and other countries /regions..	2	Tourism development in Croatia – legal framework and categorisation of hospitality businesses. Comparison – Croatia and selected competing destinations. ESA .	2		
	Micro, small, medium and large hospitality enterprises – overview and specifics..	2	Doing hospitality business in Croatia – analysis of the market specifics. ESA. On line assignment	2		
	Integrations in the hospitality and hotel business	2	Business plan – importance, purpose, content and application in the hospitality industry. ESA.	2		
	Specifics and levels of management in	2	The analysis, comparison and	2		

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	hotel business. Planning in the hotel business .			interpretation of the selected business plans. ESA		
	The environment of the hotel – analysis of the impacts.		2	Generating hospitality business idea. Starting student own projects. (PP1). ESA . On line assignment.		2
	Organizing in hotel business – organisation structure and process functions.		2	The development of a business idea – defining vision, mission, and goals of a future hospitality enterprise. Defining assets, equity and liabilities. ESA.		2
	Pricing in hotel business		2	The development of a business idea – marketing aspects. ESA.		2
	Analysis of role and activities of key hotel departments. (1) Reception and housekeeping department. On line assignment.		2	The development of a business idea – pricing, the assessment of the revenues and expenditures. ESA. On line assignment.		2
	Analysis of role and activities of key hotel departments. (2) Food and beverage, and other departments.		2	The development of a business idea – strategic positioning. ESA.		2
	Assets, equity and liabilities of the hospitality enterprises.		2	The development of a business idea – analysis of the operating performance. ESA.		2
	Revenues, expenditures and operating results of the hospitality enterprises. Control and indicators of the operating performance.		2	Business plans presentations.		2
Format of instruction	x lectures <input type="checkbox"/> seminars and workshops x exercises <input type="checkbox"/> <i>on line</i> in entirety x partial e-learning x field work		x independent assignments x multimedia x laboratory x work with mentor <input type="checkbox"/> (other)			
Student responsibilities	1) 70 % class attendance 2) prepared, submitted and positively graded business plan.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1,5	Research		Practical training	0,5
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	2*	Oral exam	2*	(Other)	
	Written exam	2*	Project	1	(Other)	
Grading and evaluating student work in class and at the final exam	The overall grade is based on the individual score on following three components: <ol style="list-style-type: none"> 2 tests or exam (70 points) Submitted business plan (20 points) Active participation in classes (10 points) = \sum 100 points The evaluation table: < 60 = fail 60-69 = pass 70-79 = fair					

	<p>80-89 = good 90-100 = excellent</p> <p>Two tests are organized during the semester (written or oral), each with 60% as a minimum passing score. In order to take the second test, a student must pass the first test.</p> <p>During the semester, students prepare and submit a business plan. In-class activity via participation in discussions and on line assignments is registered throughout the semester. A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three grade components. For above average and continuous contribution and work, students can get up to 5 bonus points. The bonus points are only if the student achieves at least 60 points on the course.</p> <p>The students that do not pass through tests take the final exam (70 points), with 60% required passing score. A student will have a passing grade for the course if the overall sum of the three components that make up the final grade is 60 more.</p> <p>A student that is not satisfied with overall grade (tests, or exam) can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of written test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Authorised teaching materials		Moodle.efst.hr
	Hayes, D.K., Ninemeier, J.D. (2005), Upravljanje hotelskim poslovanjem, zagreb, M plus.	5	
Optional literature (at the time of submission of study programme proposal)	<p>Books:</p> <p style="padding-left: 40px;">Walker, J.R. (2017), Introduction to Hospitality Management, 5th Edition, Pearson Hayes, D. K., Ninemeier, J. D., Miller, A. A (2016), Hotel Operations Management, 3rd Edition, Pearson</p> <p>Articles:</p> <p style="padding-left: 40px;">Relevant contemporary scientific articles from Tourism Management, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality and Tourism Research, Cornell Hospitality Quarterly and other scientific journals recommended by the teacher</p> <p style="padding-left: 40px;">Bilić, I., Pivčević, S., Čevra, A. (2017). Crisis Management in Hotel Business – Insights from Croatia. Communication Management Review, 02(02), p, 100-118, doi:10.22522/cmr20170225</p> <p style="padding-left: 40px;">Tim Norvell, T., Kumar, P., Dass, M (2018), The Long-Term Impact of Service Failure and Recovery, Cornell Hospitality Quarterly, https://doi.org/10.1177/1938965518762835</p> <p>Other sources:</p> <p style="padding-left: 40px;">Reports/tools from the Cornell School of Hotel Administration Business cases and news (www.hrturizam.hr) Business cases and news (www.uppuh.hr) Business cases and news (www.poslovni.hr) Reports and news (www.hotrec.eu) Different documents, reports and news (www.mint.hr)</p>		
Quality assurance methods that ensure the acquisition of exit competencies	<ol style="list-style-type: none"> 1. Monitoring student active participation and performance of student deliverables (teacher) 2. The control of the teaching process (vice dean for education) 3. The analysis of the results of all courses (vice dean for education) 4. Student survey on quality of teachers and course deliverables (the University of 		

	<p>Split, Centre for quality management)</p> <p>5. The learning outcomes are tested throughout the exam and student individual work. There is a regular review of the student tasks and tests to analyse if they are appropriate to evaluate the learning outcomes (vice dean for education).</p>
Other (as the proposer wishes to add)	Up to three lectures of the external experts in the field or field trips/visits to different institutions and hospitality businesses can be organised.