#### card of course

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| Subject name | Hotel organization and management |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Małgorzata Lipczyńska |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | practical |
| 2.2. Number of ECTS | 1 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | V |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | Introducing students to the hotel industry. Familiarizing them with the basics of hotel management. |
| C2 | To familiarize students with hotel organization schemes. |
| C3 | To familiarize students with contemporary standards of hotel guest service. |
| C4 | Acquiring the ability to analyze and use methods in the field of work organization in the hotel industry and hotel management, formulating strategies and determining directions of development. |
| C5 | Acquiring the ability to analyze a hotel’s marketing and sales activities and identify elements and areas requiring improvement or implementation in the hotel industry. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Has knowledge of resources used in the hospitality industry. Has knowledge of concepts occurring in the area of strategy in the  hospitality industry, company structure, and marketing and sales activities in the hospitality industry. | Z1\_W02  Z1\_W04  Z1\_W12 | X |  |  | X |
| W2 | Has knowledge about the qualifications of managers and leaders of tomorrow and the challenges facing future hotel managers. | X |  |  | X |
| W3 | Possesses knowledge of the hotel organization chart. | X |  |  | X |
| W4 | Understands the requirements and decision-making process of hotel customers and the principles of operation of hotel enterprises on the market. | X |  |  | X |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | Is able to analyze and use methods in the field of work organization  in the hotel industry and hotel management, leadership and strategy, is able to formulate strategies and determine directions of development. | Z1\_U03  Z1\_U05  Z1\_U07  Z1\_U09  Z1\_U12 |  | X |  | X |
| U2 | Is able to use the methods and tools of operational management in the hotel. Is able to analyze the marketing and sales activities of the hotel and indicate elements and areas requiring improvement/improvement and/or implementation  in the hotel industry. |  | X |  | X |
| U3 | Possesses the ability to practically assess the effectiveness of the functioning of a hotel facility. |  | X |  | X |
| U4 | Is able to promote hotel activities in relation to the requirements of the target group. Is able to verify the tools used in the selected hotel, as well as conduct their promotional and marketing evaluation in terms of their application in a specific hotel. |  | X |  | X |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Is ready to supplement and improve acquired knowledge and skills, understands the need for lifelong learning. | Z1\_K01 |  | X |  | X |
| K2 | Is ready to cooperate and work in a team and publicly present the results of his/her work. |  | X |  | X |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  | 15 |  |  |  |  |  |  | 1 |
| **NST** |  |  | 10 |  |  |  |  |  |  | 1 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: PROJECT

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| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | SWOT analysis of a selected hotel in Poland or Europe. Students in groups present an analysis of the strategy and activities of the selected hotel. | W1, U1, K1 | X |  | X |  |
| 2. | Presentation of the strategy undertaken by the selected hotel to attract hotel guests.  Students will present an analysis of the strategy and operations of a selected hotel. This includes corporate, business and functional strategy; challenges facing the future hospitality manager; leadership defined in a strategic context; service industry strategy; supply, demand and technology relationships in the service industry; forces driving change; environmental scanning and assessment; company structure and core competencies.  In the work, the student presents the hotel, analyzes the activities carried out by the hotel and analyzes *the strategy adopted by the selected hotel to attract and retain hotel guests* .  The ability to correctly analyze trends, apply them or not, is verified based on a selected hotel, identifying problems and strengths based on available data, and then presenting and evaluating the activities of the selected hotel. | W2, U2, K2 | X |  | X |  |
| 3. | Presenting the marketing plan.  In the thesis, the student presents the hotel, analyzes the activities conducted by the hotel and analyzes *the strategy undertaken by the selected hotel to attract and retain hotel guests.*  The ability to correctly analyze trends, apply them or not, is verified based on a selected hotel, identifying problems and strengths based on available data, and then presenting and evaluating the activities of the selected hotel. | W4,U4,K1, | X |  | X |  |
| 4. | Business plan.  Students in groups present a business plan for a selected hotel.  They include corporate, business and functional strategy; challenges facing the future hospitality manager; leadership defined in a strategic context; service industry strategy; supply, demand and technology relationships in the service industry; forces driving change; environmental scanning and assessment; company structure and core competencies, marketing and sales activities, etc.  In their work, students present, among others, the market, segment, location, room, competition, marketing mix, etc.  The ability to correctly analyze trends, their application or not, is verified on the basis of a selected hotel, identification of problems and strengths based on available data, and then presentation of the activities of the presented hotel. | W3, U3, K1 | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

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| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W4 | Lecture with the use of multimedia, case study, project work, analysis of materials/articles/films/documents, performing exercises, group work | Assessment of lectures - written work on the analysis of trends and sales activities of the hotel.  Project completion – completion of the following tasks:   1. SWOT analysis of a selected hotel in Poland or Europe. (Students in groups present an analysis of the strategy and activities of the selected hotel.) 2. Presentation of the strategy undertaken by the selected hotel to attract hotel guests and the marketing plan (Students present an analysis of the strategy and activities of the selected hotel.) 3. Preparation and presentation of a hotel business plan 4. Marketing plan presentation   The final grade for the project is the average of the grades obtained for the tasks. | A graded written assignment  Graded tasks |
| SKILLS | | | |
| U1-U4 | Lecture with the use of multimedia, case study, project work, analysis of materials/articles/films/documents, performing exercises, group work | Assessment of lectures - written work on the analysis of trends and sales activities of the hotel.  Project completion – completion of the following tasks:   1. SWOT analysis of a selected hotel in Poland or Europe. (Students in groups present an analysis of the strategy and activities of the selected hotel.) 2. Presentation of the strategy undertaken by the selected hotel to attract hotel guests and the marketing plan (Students present an analysis of the strategy and activities of the selected hotel. ) 3. Preparation and presentation of a hotel business plan 4. Marketing plan presentation   The final grade for the project is the average of the grades obtained for the tasks. | A graded written assignment  Graded tasks |
| SOCIAL COMPETENCES | | | |
| K1-K2 | Lecture with the use of multimedia, case study, project work, analysis of materials/articles/films/documents, performing exercises, group work | Assessment of lectures - written work on the analysis of trends and sales activities of the hotel.  Project completion – completion of the following tasks:   1. SWOT analysis of a selected hotel in Poland or Europe. (Students in groups present an analysis of the strategy and activities of the selected hotel.) 2. Presentation of the strategy undertaken by the selected hotel to attract hotel guests and the marketing plan (Students present an analysis of the strategy and activities of the selected hotel.) 3. Preparation and presentation of a hotel business plan 4. Marketing plan presentation   The final grade for the project is the average of the grades obtained for the tasks. | A graded written assignment  Graded tasks |

3.6. Assessment criteria for the achieved learning outcomes

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| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| IN | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| AT | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Recommended reading

**Basic**

1. Zarządzanie hotelem. Wybrane zagadnienia. Dominik, p. Wyd. Difin, Warszawa. 2012.
2. Cymańska-Garbowska B., Witrykus D., Wolak G., Organizacja pracy w hotelarstwie : technik hotelarstwa, kwalifikacja T.12 : podręcznik. Cz. 2, Wydawnictwa Szkolne i Pedagogiczne, Warszawa, 2015
3. Halama M., Organizacja pracy służby pięter : T. 12. Obsługa gości w obiekcie świadczącym usługi hotelarskie 1. Utrzymywanie czystości i porządku w jednostkach mieszkalnych, Difin, Warszawa, 2015

**In complementary**

1. Wilczyński, Jörg. Hotel i jego infrastruktura / Jörg Wilczyński. - Wyd. 2 zm. Gdańsk : Wyższa Szkoła Turystyki i Hotelarstwa, 2010.

4. Student workload - ECTS points balance

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| --- | --- | --- |
| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **15** | **10** |
| Classes included in the study plan | 15 | 10 |
| **Student's own work** | **10** | **15** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 5 | 8 |
| Preparation for passing classes | 5 | 7 |
| **TOTAL STUDENT HOURLY LOAD** | **25** | **25** |
| **Number of ECTS points** | **1** | **1** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |