

(Table 5.2) Course unit description

Study program: Business Economics and Management				
Type and level of studies: Graduate academic studies - master				
Course unit: Hotel Management				
Teacher in charge: Gordana Z. Radosavljevic, Katarina N. Borisavljevic				
Language of instruction: English				
ECTS: 8				
Prerequisites: basic knowledge in the field of Management and Hotel business				
Semester: Winter Semester				
Course unit objective:				
<p>The objective of the course is to provide the students with theoretical and practical knowledge in the field of hotel business operations. Students will be introduced to the role of hotel companies in the development of tourism in the world and in Serbia through the content of the subjects and the envisaged forms of work. The focus is on the organizational forms of hotel business and all aspects of managing the hotel company. Significant attention is paid to internal and external factors that influence the efficient and profitable business of hotel companies.</p>				
Learning outcomes of Course unit				
<p>Acquiring knowledge and skills in the field of management of hotel companies as well as acquiring specific knowledge in the sphere of creation of hotel products, promotion and sale, quality control, application of information technology, etc. Training students for efficient and effective performance of functional and managerial tasks at the hotel company. Developing students' managerial skills for making strategic decisions related to the management of a hotel company in conditions of business globalization.</p>				
Course unit contents				
<ul style="list-style-type: none"> • Tourism market and its influence on the business of hotel companies, • Contemporary trends in the business orientation of hotel companies, • Growth and development of hotel companies, • Adaptation of hotel and other accommodation with modern market trends, • Business linkage of hotel companies in tourism, • Preparation of hotel services, • Human resources management in hotel company, • Purchase and sale in hotel business, • Financial effects of business operations in the hotel company, • Strategic hotel management enterprise. 				
<p><i>Theory teaching: Teaching takes place through the presentation of teaching units envisaged by the structure of the subject.</i></p> <p><i>Practical classes: Individual and group presentations - based on the individual and team work of students on a particular problem related to the business of hotel companies.</i></p>				
Literature				
<ol style="list-style-type: none"> 1. Bowie, D., Buttle, F., <i>Hospitality Marketing: Principle and Practice</i>, Elsevier, 2011. 2. Walker, R.J., <i>Introduction to Hospitality Management</i>, Prentice Hall, 2004. 				
Number of active teaching hours				Other classes
Lectures 2	Practice 2	Other forms of classes 0	Independent work 4	1

Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral exam	30
practical classes	10	written exam	
Tests	30		
Seminars/homework	20		
Project			
Other			
Grading System			
Grade	Bo. Of Points:		Description
10	91-100		Excellent
9	81-90		Exceptionally good
8	71-80		Very good
7	61-70		Good
6	51-60		Passing
5	0-50		Failing