

## 1. OVERVIEW

<b>Subject Area</b>	Hotel Management Skills
<b>Degree</b>	Bachelor's Degree in International Management of Tourism and Leisure Companies
<b>School/Faculty</b>	Social Sciences
<b>Year</b>	4º
<b>ECTS</b>	6 ECTS (150 hours)
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	On-campus
<b>Semester</b>	S1

## 2. INTRODUCTION

The aim of the subject area is for students to acquire knowledge related to hotel management, enabling them to acquire the competences and skills required for the overall management of hotel establishments.

## 3. SKILLS AND LEARNING OUTCOMES

### Basic skills (CB, by their acronym in Spanish):

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

### Cross-curricular skills (CT, by their acronym in Spanish)

- CT02: Self-confidence: Ability to evaluate one's own results, performance and skills with the self-determination necessary to complete tasks and meet any objectives.
- CT05: Ability to put knowledge into practice, using the skills acquired in the academic field in mock situations based faithfully on real life issues in the profession they are studying for.
- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.

### Specific skills (CE, by their acronym in Spanish):

- CE6: Ability to make good use of the technical and IT tools necessary for effective and efficient company management.
- CE9: Ability to internalise the attitude of customer service and care as essential for the professional performance of tourism and leisure activities.
- CE11: Ability to understand the operating procedure in the field of hospitality and catering.

**Learning outcomes (RA, by their acronym in Spanish):**

- RA1: Understanding the process of value creation within the hospitality industry through service, the channels for service provision and the appropriate management of these channels
- RA2: Ability to apply hotel management skills in all areas of hotel management

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB3, CB4, CT2, CE8, CE9.	<b>RA1:</b> Understanding the process of value creation within the hospitality industry through service, the channels for service provision and the appropriate management of these channels
CB2, CB5, CT5, CT11, CE6, CE11	<b>RA2:</b> Ability to apply hotel management skills in all areas of hotel management

## 4. CONTENTS

- 1. Introduction to Hotel Companies and their Organisation
- 2. Accommodation Management
- 3. Food and Beverage Management; Events
- 4. Hotel Administration
- 5. Marketing and Trends in the Hotel Industry
- 6. Quality Management

## 5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Collaborative learning
- Lectures
- Mock scenarios

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

### On-campus:

Learning activity	Number of hours
Attendance and active participation in on-campus class	62.5
Guided work	12.5
Independent working	37.5
Group work	25
Other tasks	12.5
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

### On-campus:

Assessment system	Weighting
<i>Activity 1</i>	12%
<i>Activity 2</i>	12%
<i>Activity 3</i>	12%
<i>Activity 4</i>	12%
<i>Activity 5</i>	12%
<i>Activity 6</i>	40%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.