

## COURSE DESCRIPTION

### HOTEL AND RESTAURANT OPERATION

1. Bachelor degree:	BA Hotel and Relationship Management
2. Course:	Hotel and restaurant operation
3. Semester:	1st semester
4. Credits:	10
5. Course co-ordinator:	Assistant Professor Kari Einarsen
6. Contact hours:	The lecturer is obliged to have 50 teaching hours in class
7. Prerequisites:	None
8. Course description:	<p>Hotel and restaurant management is an introductory course to the hotel courses. The course presents an introduction to hotel and restaurant operation.</p> <p>In the course we discuss themes that are relevant to the challenges of the hotel and restaurant sector. The point of departure is the restaurant or hotel economy and profitability. Upon completion of the course the students will have gained an insight into the importance of hotels and restaurants in the field of tourism. They will also have obtained knowledge on various concepts in this business sector, getting to understand how to run a hotel or a restaurant.</p>
9. Goals:	<p>After completing the course, the students will have obtained knowledge on the organisation of hotels and restaurants. They will know the different management concepts in this business sector as well as the laws and regulations that govern management. Also they will know how to run the various departments of a hotel.</p> <p>The students will also be familiar with the area of service quality, knowing why a hotel needs to focus on this area. We expect the students to be able to apply relevant notions, theories and models from the course in order to illuminate practical problems</p>

10. Topics:	<p>Introduction to the hotell and restaurant sector sector</p> <p>The hotel and restaurant sector in Norway in general</p> <p>Hotel and restaurant concepts</p> <p>Market niche</p> <p>Chain operation</p> <p>Franchise</p> <p>Independent hotels</p> <p>The notion of service</p> <p>Introduction to all departments of a hotel</p> <p>The reception</p> <p>The house economist</p> <p>Food and beverage</p> <p>Course and conferance</p> <p>Sales and marketing</p> <p>Economy</p> <p>Management</p> <p>Possibly other locally conditioned departments</p> <p>Kitchen and restaurant departments</p> <p>ICT</p> <p>Hygiene</p> <p>Laws and regulations</p> <p>Ethics and attitudes in the hotel and restaurant sector</p> <p>Lows and regulations for the management of hotels and restaurants</p> <p>Segmentation</p> <p>KK</p> <p>Family and children in the hotel</p> <p>Business</p>
11. Teaching methods:	
12. Assessment (formative and summative):	Group exam will count 40% whereas an individual written exam will count 60% of the final grade.
13. Compulsory literature with number of pages and prize per book/compendium:	<p>Norsk Hotellnæring 2005: Bransjerapport fra Horwath Consulting, 51 pp, Nkr 125,-</p> <p>Jonas, P. &amp; Lockwood, A. (2002) The Management of Hotel Operations. Continuum, London. 176 pp, ca Nkr</p>

	<p>295,-</p> <p>Nykiel, R.A. (2005) Hospitality management strategies, Pearson Prentice Hall, New Jersey, USA. 437 pp (of which 250p will be used), Nkr 467,-</p> <p>Various articles will be handed out in class</p>
<p>14. Suggested literature:</p>	<p>Powers, T. &amp; Barrows, C.W. (2006) Introduction to management in the hospitality industry 8<sup>th</sup> edition, John Wiley &amp; Sons Inc., USA. 654 pp, Nkr 805,-</p>