

COURSE DESCRIPTION

HRD1100 Hotel and Restaurant Management

1. Degree	Bachelor of Hotel and Relationship Management
2. Year/semester	1st year – 1st semester
3. Credits	10
4. Course instructor	Assistant Professor Kari Einarsen
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications.
7. Learning goals	<p>The course will provide an introduction to the management of hotels and restaurants.</p> <p>Upon completion of the semester, the student will have acquired an understanding of the hotel industry in Norway and how hotels/restaurants are organized, the various operational concepts used in the industry, the laws and agreements which regulate their operation and problem-approaches related to the management of the various departments of a hotel.</p> <p>The students will learn to use relevant concepts, theories and models from the course to elucidate practical problem approaches.</p>
8. Course contents	<p>The course will address two topics related to a hotel/restaurant's challenges. The entire course is based on finances and profitability of a hotel/restaurant. Upon completing the course, the students will have acquired an understanding of the significance of hotels and restaurants to the tourist industry and knowledge of various concepts in the trade and the operation of hotels/restaurants.</p> <p>The following topics will be discussed:</p> <p>Introduction to the hotel and restaurant industry. General information on the industry in Norway and internationally.</p> <ul style="list-style-type: none">• Customers in the hotel (segmentation)• Hotel- and restaurant concepts

	<ul style="list-style-type: none"> • Niches, chain operations, franchises and independent hotels • Laws and regulations for the operation of hotels and restaurants • Ethics and attitudes within the hotel and restaurant industry <p>Introduction to the various departments in a hotel:</p> <ul style="list-style-type: none"> • Reception • Housekeeping economy • Restaurant/Food and beverage • Courses and conferences • Sales and marketing • Economy • Leadership • Other departments determined by local conditions • Kitchen and restaurant operation
9. Method of instruction	The scheduled instruction is organized as lectures and classroom discussions. The students will also present various types of exercises. The students are expected to show a high degree of personal initiative during the course.
10. Assessment	<p>Mid-term exam, a two-week group assignment which will count for 40 % of the final grade.</p> <p>Individual 3-hour final examination which will count for 60 % of the final grade.</p>
11. Course syllabus	<p>Chon, Kye-Sung og Thomas Maier. 2009. <i>Welcome to hospitality...: an introduction</i>. 3rd ed. London : Delmar. ISBN: 9781439057377. (560 s.) Pris: 449,-</p> <p>Jones, Peter og Andrew Lockwood. 2002. <i>The management of hotel operations</i>. London: Thompson. ISBN: 9780826462947. Sider: 182. Pris: ca 329,-</p> <p>Norsk hotellnæring 2008. Oslo: Horwath Consulting AS. Pris: ca 125,-</p>
12. Recommended reading	<p>Various articles which will be distributed to the class</p> <p>Powers, Tom, and Clayton W. Barrow. 2006. <i>Introduction to Management in the Hospitality Industry</i>. 8. ed. Hoboken, N.J.: John Wiley. ISBN: 0-471-27457-7. Price: NOK 838,-</p>