



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instructional** Date: **November 2001**
B: Department/ **Commerce & Business Admin.** New Course | | Revision | **X**
 Program Area: **Hotel and Restaurant Management**

If Revision, Section(s) Revised:

Date Last Revised: **March 1996**

C: HORM 340 D: HOTEL OPERATIONS MANAGEMENT E: 3
 Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description: **This course examines the management challenges intrinsic to hotel/motel operations. Students will develop a deeper understanding of the topics introduced in HORM 240, and in this course from a practical management perspective. Topics will include: managing service quality, staffing, and facilities and guest management.**

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

 Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

 Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 3 Hrs.
Seminar: 1 Hr.
Total: 4 Hrs.

 Number of Weeks per Semester:

15 Weeks X 4 Hours Per Week = 60 Hours

H: Course Prerequisites:

HORM 230 AND HORM 240

I. Course Corequisite:

Nil

J. Course for which this Course is a Prerequisite:

Nil

K. Maximum Class Size:

35

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

Requested

Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes

The student will be able to:

1. design and implement a quality control program for a hotel or motel;
2. schedule staff for the hotel/motel;
3. design and implement a housekeeping system;
4. design and implement a security system;
5. design and implement a safety program;
6. design and implement a maintenance program.

N: Course Content

1. Corporate structures and concepts of operation.
2. Feasibility Analysis - site selection and development costs.
3. Hotel structure.
4. Staffing the hotel.
5. Reservations system and operations management.
6. Marketing function management.
7. Front office management.
8. Food and beverage service management.
9. Housekeeping.
10. Engineering and physical plant management.

O: Methods of Instruction

Lectures, discussions, problem-solving sessions and student presentations.

P: Textbooks and Materials to be Purchased by Students

Gary, W.S. and S.C. Liguori. *Hotel and Motel Management and Operations*. Latest Ed. Inglewood Cliffs: Roberts/Prentice Hall.

Q: Means of Assessment

Assignments	30%
Midterm exam	20%
Project	25%
Final exam	<u>25%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE **ALL** COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): Mark Elliott

Education Council/Curriculum Committee Representative

Dean/Director: Jim Sator

Registrar: T. Angus