

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**
 Program: **HOTEL AND RESTAURANT MANAGEMENT** Revision of Course Information form:

C: **HORM 340** D: **HOTEL OPERATIONS MANAGEMENT** E: **3**

Subject & Course No.	Descriptive Title	Semester Credit
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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.	Summary of Revisions:
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G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):		Hrs.
*:		Hrs.
Total:	4	Hrs.

H: Course Prerequisites: **HORM 230 and HORM 240**

I: Course Corequisites: **nil**

J: Course for which this Course is a Prerequisite: **nil**

K: Maximum Class Size: **35**

L: College Credit Transfer
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCUO
 SFU
 UBC
 UNBC
 UVIC
 Other:

 Course Designer(s)

 Director/Chairperson

 Divisional Dean

 for Registrar

N: 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.

O: COURSE OBJECTIVES

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.

P: 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.

Q: METHOD OF INSTRUCTION

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

R: COURSE EVALUATION

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.

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