

Department of Hotel Management

Course Description

2018 /2019

Course number	Course title	Course description
0712107	The art of hospitality and etiquette.	This course provides an overview about etiquette and protocol skills, ceremonies skills and rules of hospitality skills. It also provides the students with high level of skills in terms of the rules of diplomacy, tact and dealing with others. Definition of rules of protocol in reception and official events, dealing with different incidents with high level of diplomacy and applying the rules that govern interviews or meetings, dating and welcoming will be provided to the students. This course aims to enable the students to deal not only official events and dealing with others with high level of diplomacy and tact but also enable them to know how to manage different kinds of meetings, interviews, official ceremonies and very important people.
0712109	Principles of Tourism and Hospitality management	This course aims to define tourism and its development, tourism constituents and its patterns, supply and demand analysis tourist, characteristics and factors affecting the principles study of the tourism market. This course is also designed to introduce hospitality as a general concept consisted of all services that should be offered to the tourists from his departure until his returning back home such as reception, accommodation, food and beverage, transportation, amenities and entertainment centers, and other complementary services. And clarify the relationship between those services that help in understanding the complexities of the hospitality industry.

0712114	Skills of Scientific Research	This course aims to introduce student with the concept of scientific research and its characteristics and types, the steps of scientific research, and how to write scientific research. The course also addresses the research design in terms of types, purpose and different research strategies. In addition, fundamental techniques of data collection and analysis will be clarified and justified to students, and the different methods for selecting the sample and determine the appropriate size of the sample, as well as the types of variables and different measurements that enable student to build a study model. The course teaches student how to conduct research in tourism and hotels.
0712127	International hospitality management	This course aims to clarify the concepts of international business management, identify the evolution of globalization and its relationship to international hospitality management, describe the umbrella of business within the international hospitality industry, provide students with necessary knowledge and skills to face challenges of working in foreign environments. At the end of this course, students are expected to be able to describe various hospitality organizations and their operations, describing and segmenting different types of markets, understand the concept of culture and its layers and distinguish between different cultural groups
0712120	F&B Services	This course aims to build awareness about basic F&B service concepts, highlight the implications of F&B services concepts within the hospitality industry and train students on the proper methods of F&B services. At the end of this course, students are expected to be able to identify and distinguish between different service methods & techniques, analyse and plan menu(s) and accomplish managerial tasks of F&B services
0712121	F&B Services' lab	This course aims to provide students with necessary skills of different types of preparatory activities & table set up, train students for serving F&B guests professionally and train students for handling different F&B guests' complaints. At the end of this course, students are expected to be able to preparing dining hall & setting up tables for different service contexts, serving F&B products using different styles professionally and handling different guests' complaints.

0712152	Hotel marketing	The course is designed to increase students' knowledge of hotel managerial function, including marketing, and develop their skills in marketing planning and implementation. The content of the course is: introduction to marketing concepts, marketing mix and hospitality marketing mix, marketing environment, market segmentation, targeting and positioning, consumer behavior and customer service management, e-marketing, promotion, marketing strategies, marketing research and marketing preparing plan. Upon completion of the course, the student will be able to demonstrate knowledge of the hospitality marketing process, develop hotel marketing opportunities and strategies, understand the application of general marketing concepts in hotel marketing.
0712212	Front Office Department	This course aims to enable the students to understand the operations and the subsections of the front office department, its importance for both hotel and hotel guest and its vital role in achieving hotel goals.
0712215	Housekeeping Management	This course also sheds light on the subsections of the housekeeping department and its effective role in hotel operations. The role of the housekeeping department for both hotel and hotel guest plus the relationship between the housekeeping department and the other departments in achieving hotel goals are discussed.
0712217	Room Division Department	This course focuses on the departments that are related to the room division operations (front office and housekeeping) in addition to their vital role in achieving revenue and increasing occupancy rate. In addition, the relationship between these departments in achieving hotel goals are discussed. This course aims to enable the students to know the main departments on room division, its importance towards both hotel and hotel guest and finally how these departments work with other departments in achieving hotel goals.
0712218	Housekeeping Lab	This course aims to provide students with necessary skills of different types of preparatory activities in the housekeeping and other places in the hotel, train students for preparing and cleaning guest rooms professionally and train students for handling and dealing with different guests and different guests' complaints.

0202229	English Language in Hotels	This course discusses the most important English concepts and terms relevant to hotel operations such as hotel booking, mobility, reception and room types used in hotels by attempting to learn the students about how the dialogue with the special guest at the hotel by the receptionist and service staff in the restaurant. This course attempts to equip students with a developed language skills and conversation skills through introducing hotel operations, and terminology used in hotel bookings and the needs of guests, the different names of hotel departments, and the tools used in hotel services, in addition to the most important information about the needs of the hotel employee to communicate with English natives to perform effectively in their prospective careers, which will help them function efficiently in their field.
0712230	Hotel Accounting	This course provides a detailed explanation of the hotel financial accounting principles, with a particular consideration of the hotel accounting cycle. The course teaches students how to analyze financial transactions according to the balance sheet equation; journalizing transactions using the double-entry method; posting entries to the general ledger; adjusting the trial balance; and, extracting financial statements, including the retained earnings statement, the income statement, the balance sheet and the statement of cash flows. In addition, it provides a basic understanding of ratio analysis to evaluate hotel financial performance, using financial ratios derived from the financial statements, including profitability, liquidity, solvency and leverage ratios.
0712234	Modern Kitchen	This course aims to clarify the importance and scope of catering operations within the hospitality industry, spotlight on different principles, methods and techniques of food & beverage handling, learn about different cuisines & recipes. At the end of this course, students are expected to be able to distinguish between classical and modern kitchens, recognize different food preparation tools & equipment, identify different cooking methods and identify different food preparation materials.
0712235	Modern kitchen lab	This course aims to identify rules of safety within kitchen, provide students with necessary knowledge about the main equipment & tools used in kitchen, provide students with necessary skills to prepare various recipes in a professional manner. At the end of this course, students are expected to be able to use kitchen's equipment & tools properly & safely, preparing various recipes handled in different types of restaurants and garnishing prepared dishes in an appetizing manner.

0712236	Nutrition and food safety	<p>This course aims to clarify all misleading facts about nutrition for students and to build an awareness for them about basic nutrition concepts, highlight the implications of nutrition knowledge within the hospitality industry, provide students with the necessary skills for planning the proper meal for different individuals, describe the meaning and importance of food safety, clarify the different types of food-borne diseases and spotlight on the main methods of food safety management.</p> <p>At the end of this course, students are expected to be able to describe gastrointestinal tract work and its expected problems, identify different nutrients and their benefits to people's health, understand and plan diet for controlling energy and weight, identify main food hazards and methods of controlling them and understand proper personal hygiene and food handling practices.</p>
0712326	Food and Beverage (F&B) Management	<p>This course aims to clarify the importance and scope of F&B management within the hospitality industry, spotlight on different principles, methods and techniques of F&B management, and analyse cases of F&B management within hospitality industry. At the end of this course, students are expected to be able to analyse different meal experience elements, identify different tasks for all F&B operations and accomplish different control techniques for F&B operations</p>
0712330	Hotel Revenue Management	<p>This course provides an explanation of hotel revenue management principles in view of hotel capacity problems, utilizing several case studies and scenarios. The course teaches students how to maximize hotel revenue using strategic pricing, value-based pricing; differential pricing; effective inventory management; and, efficient distribution channel management.</p>
0712338	Hotel Financial Management	<p>This course presents a specialized knowledge on hotel finance and investment, seeking to introduce students to the scientific methods used to making financing and investing decisions, considering the effect of these decisions on the hotel market value. It provides a basic understanding of financial structure theories and their applications to hotel business. It also provides a detailed clarification of a set of approaches commonly used to analyze and evaluate capital budgeting decisions and conduct feasibility studies.</p>

0712339	Quality Management in Hotels	<p>This course aims to explain the concept of Quality Management (QM) from a comprehensive perspective in hotels. The course examines operational reality through field observation with the aim of improving guest satisfaction, decision making, and productivity. The course will also address issues of empowerment, training and development, and team building and leadership, strategic planning and statistical tools for quality, and will focus on customer satisfaction, and prevent errors, and continuous improvement. The course will also focus on quality management in hotels and the consequences of those applications. It explores areas such as: why traditional management theories do not fit today's hospitality industry, how a hotel's service strategy relates to guests' perceptions of value and critical moments of truth.</p>
0712341	Human Resources Management in Hotels	<p>This course aims to introduce the human resources management in hotels, which include the development of human resources, and human resources management functions, human resources planning, planning of the human elements and attracting, developing and retaining highly qualified users, work analysis, job analysis and its descriptions, recruitment plan, selection process and career appointment, and job management. The course also includes an in-depth look of the policies used in human resources management in hotels such as selection, employment, training, motivation, development, direct and indirect compensation, employees' performance evaluation, horizontal and vertical movement for workers, and labor relations.</p>
0712350	Customer Service Management	<p>This course is designed to develop the necessary skills for success as a customer service provider. The course examines various service situations and develops an attitude of superior customer service which is critical to success in all organizations.</p> <p>This course is designed to contain the following: 1- what customer service involves; 2- customer service culture; 3- Basic customer communication skills; 4- customer service and behavior Skills; 5- handling customer problems Skills; 6- managing personal stress and time while serving customers Skills; 7- customer relationships management; and 8- contemporary trends in Customer Service.</p> <p>Students, upon completion of the course, are expected to be able to understand customer needs, design suitable customer service, and analyze a case on customer service.</p>

0712352	Communication skills	The course aims at strengthening student's understanding of using English Language as an international communication language in the hotel industry. The course focuses on developing verbal and written communication skills during studying and work environments, especially in hospitality. The content of the course discusses speaking and writing skills on specific topics within the hotel work environment, presentation skills, cross-cultural communication skills, technology and communication skills, communication skills for employment and Curriculum Vitae.
0712362	Research Methodology	This course is based on building scientific research skills among students in hotel management by clarifying the subject of research, analysis and criticism of previous studies and to identify research methodology and strategies on the subject of research, sample selection, and use of primary and secondary information. The course also aims to get to know some of the statistical concepts and method of reviewing and coding and classification of data, methods of data analysis and hypothesis testing with securing the ability of the student to explain the statistical analysis of the Statistical Package for Social Sciences program outputs (SPSS), also get to know the different ways to present the data and write a scientific research report.
0712373	Practical Training	This course aims to provide the students practical training in different hotel's departments at different hotel companies classified as five star hotels. By this module, students may apply, in the real world, what they have learned during the first three years of their study in the University. The module also aims to teach students not only how to be self-confident when they face problems in their practical life but also self directed in solving the problem of hotel guest.
0712413	Computer Applications in Hotels	This course aims to provide students with necessary vocabularies and definitions that are related to computer applications in hotels. In addition, to provide the students with theoretical side of the main sections of the reservations system (OPERA), subsections and its complementary role to each other in achieving hotel goals as well as enable the students to perform the main functions of the opera program.
0712431	Crisis Management in Hotels	This course aims to provide the students by an overview about the crises management that may occur in hotels. This course also focuses on how to prevent and diminish environmental /regional damage resulted from crises. It enables students to prepare a contingency plan, identify the potential indicators before the crisis and choose a successful team work.

0712433	Strategic Management in Hotels	This course is designed to introduce students to the concept of strategic management and its importance and levels, and the types of strategies used in hotels, which are based on strategic planning. The course also explains the concept of strategic planning and its stages and rationale, methods and alternatives, as well as the strategic plan, strategic management applications in hotel management as a comprehensive and integrated analysis of the challenges facing the administration, which helps senior administrative leaders on decision-making through internal and external environment analysis of hotel.
0712336	Hotel Asset Management	This course gives a basic understanding of hotel assets management. It provides students with the ability to estimate the value of a proposed hotel using a variety of methods; manage the tools of modern finance to create value for hotel owners; evaluate a proposed franchise agreement; analyze management contracts; and, perform a market and financial studies for a particular hotel.
0712343	Organizational Behavior in Hotels	This course is designed to introduce students to the organization and its nature, organization environment and the organizational structure. As well as the study of the historical development of the science of organizational behavior and multiple organizational behavior theories. The course also introduce students to human behavior in hotel organizations and the advantages and disadvantages of this behavior on the hotel organizations, the impact of the hotel organizations on workers and their behavior. Then identify the behavioral aspects associated with the administrative work of the individual dimensions, group, and organization that include: personal values, trends, perception, learning, dynamic of work, motivation and incentives, dynamic of group, decisions, communication, organizational conflict, leadership and power, negotiation, organizational development and organization environment.
0712347	Events Management	The course is designed to provide students with the necessary knowledge and skills on Planning, organizing, and managing event activities, and the necessary skills on managing event marketing, human resources, contingency planning, and analysis and evaluation of environmental factors

0712355	Hotel Promotion	<p>The course aims to enriching students' knowledge of concepts and applications of hotel marketing and promotion. After a comprehensive review of general marketing concepts, the course includes the following: concepts of promotion, the applications of hotel promotion mix (advertising, publicity, public relations, merchandizing, personal selling, and direct marketing), design and execution of promotion campaigns, marketing communication channels, promotion using technology, promotion and marketing strategies, and the evaluation of promotion effectiveness.</p> <p>Students, upon completion of course, are expected to be able to understand concepts related to promotion and their applications in hotel marketing, understand the process of promotional campaigns execution and evaluation, and evaluate the financial, environmental and ethical concerns related to promotion.</p>
0712382	Foreign Language in Hotels / French	<p>This course discusses the most important French concepts and terms relevant to hotel operations such as hotel booking, mobility, reception and room types used in hotels by attempting to learn the students about how the dialogue with the special guest at the hotel by the receptionist and service staff in the restaurant. This course attempts to equip students with a developed language skills and conversation skills through introducing hotel operations, and terminology used in hotel bookings and the needs of guests, the different names of hotel departments, and the tools used in hotel services, in addition to the most important information about the needs of the hotel employee to communicate with French natives to perform effectively in their prospective careers, which will help them function efficiently in their field.</p>
0712429	Restaurants management	<p>This course aims to clarify the concepts of dining out & reasons behind, identify the evolution of restaurant businesses & its impact on the national and international economy, provide students with necessary skills & knowledge for managing restaurant operations. At the end of this course, students are expected to be able to describe various restaurants & their operations, identify all requirements of opening a restaurant business, recognize different types of restaurant layout and equipment and plan for restaurant's operations and control costs.</p>

0712432	Ethics in hotels	This course provides students with an overview of the code of conduct and ethics of hotel work. it also aims to shed light on the main values that should be possessed by hotel employees, professional qualification values and personal values for code of conduct and ethics. students should learn how to deal with various types of complaints that can be received from the various types of guests within the framework of the hotel work ethics.
0712435	Purchasing Management	The course provides Basic concepts and processes in purchasing management and quality tools in purchasing. This course is designed to include the following: 1- purchasing and sourcing management concepts, 2- business processes and procedures in purchasing management, 3- supply chain management, 4- functions of purchasing management, 5- industry related terms, processes, organization structures, job descriptions and supplier relationships that pertain to Purchasing management. 6- major process steps in Purchasing and Sourcing management, 7- Purchasing and Sourcing management decision making for problem solving, and 8- comparisons of in-sourcing, outsourcing, purchasing, cost management, and negotiation in purchasing management. Students, upon completion of this course, are expected to be able to prepare a purchasing plan that contains managerial needs, cost analysis, and sourcing decisions based on a specific case.
0712439	Hotel cost Accounting	This course provides an explanation of hotel managerial accounting, with a primary focus on costing and its role in planning, budgeting and decision-making. The course delves into many other areas of concern to cost control and pricing policies in hotels, considering cost behavior, operational leverage, cost-volume-profit analysis, contribution-margin pricing, inventory valuation and operating and capital budgeting.
0712442	Resorts Management	This course is designed to provide an introduction to resort and its historical development, the types of resorts and their characteristics. It will cover key issues related to resort such as resort planning and development, resort operations, resort management and marketing management.