

Course Title	The Hospitality Business				
Course Code	HTM100				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year /1 st semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To introduce students to the fundamental themes of the hospitality business and its management.</p> <p>To provide students with an overview of the hospitality industry</p> <p>To familiarize students with the organization of hospitality establishments and their operations</p> <p>To supply knowledge about the interrelationships among various divisions and departments of restaurants and hotels</p> <p>To introduce the various trends and challenges in the hospitality business.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Assess the importance of management principles on the hospitality industry. • Identify the composition, nature and operating elements of the various areas of the hospitality industry: accommodation, food and beverage, and tourism enterprises. • Examine and elaborate the characteristics of the hospitality industry and how they are utilized from a managerial perspective • Evaluate and analyze the various functions of management in the hospitality industry and how the role and the principal responsibilities of hospitality managers are formed. • Demonstrate creative problem solving by expressing practical experience of work in the hospitality industry. • Develop a writing material and develop new management and behavioral skills through it. 				

Prerequisites	None	Co-requisites	None
Course Content	<p>Introduction to the hospitality industry</p> <p>The tourism phenomenon: basic concepts - Destinations as tourist attractors</p> <p>Restaurant: issues and operations</p> <p>Organizing restaurant businesses – Competition in food service</p> <p>Issues facing food service- On-site food service</p> <p>The lodging and hotel industry</p> <p>Planning in hospitality management</p> <p>Organizing in hospitality management</p> <p>Human resources in hospitality management</p> <p>Control in hospitality management</p> <p>Leadership in hospitality industry</p> <p>Hospitality as a service industry</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Powers T. and Barrows C.W.: Introduction to Management in the Hospitality Industry, Latest Edition, New Jersey: John Willey & Sons.</p> <p>Walker J.R.: Introduction to Hospitality Management, Latest Edition, Pearson Education Inc.</p> <p>Cook, R.A., Hsu, C.H., and Marqua, J.J.: Tourism: the business of hospitality and travel, Latest Edition, Boston, MA: Pearson.</p> <p>Crotts, J.C., Buhalis, D. and March, R.: Global Alliances in Tourism and Hospitality Management, Latest Edition, The Haworth Hospitality Press.</p> <p>Rutherford, D.G.: Hotel Management and Operations, Latest Edition, John Willey & Sons.</p> <p>Iverson, K.M.: Introduction to Hospitality Management, Latest Edition.</p> <p>Rutherford, D.G.: Hotel Management and Operations, Latest Edition, Willey.</p>		

Assessment	<table border="1"><tr><td data-bbox="472 191 1029 279">Examinations</td><td data-bbox="1029 191 1489 279">70%</td></tr><tr><td data-bbox="472 279 1029 317">Assignments</td><td data-bbox="1029 279 1489 317">20%</td></tr><tr><td data-bbox="472 317 1029 396">Class Participation and Attendance</td><td data-bbox="1029 317 1489 396">10%</td></tr><tr><td data-bbox="472 396 1489 443"></td><td data-bbox="1029 396 1489 443">100%</td></tr></table>	Examinations	70%	Assignments	20%	Class Participation and Attendance	10%		100%
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Language	English								