

## MODULE DESCRIPTOR

<b>TITLE</b>	Managing Hospitality Resources
<b>SI MODULE CODE</b>	19-5H06-00L/S
<b>CREDITS</b>	20
<b>LEVEL</b>	5
<b>JACS CODE</b>	N862
<b>SUBJECT GROUP</b>	Hospitality
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Jenny Cockill

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
36		164	200

### **MODULE AIM**

- provide the underpinning knowledge needed in the management of hospitality facilities;
- provide an opportunity for students to analyse specific hospitality services and how general management factors apply specifically to their application to the management of hospitality facilities; and
- look in depth at particular resources that underpin the effective management of hospitality facilities, including the use of physical space and plant and fixtures and fittings, information technology, people and support services.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Analyse the factors in the wider environment that influence the management of hospitality facilities;
2. Apply general management techniques to the management of hospitality facilities, including financial and customer service aspects;
3. Analyse the main factors that influence the design of the hospitality facilities;
4. Explain the appropriate use of e commerce and ICT when managing;
5. Demonstrate the ability to work with peers in practical activities.

## **INDICATIVE CONTENT**

This module combines aspects of operational management of hospitality facilities with the use of ICT and e commerce. The management of facilities in the effective delivery of the hospitality experience will cover such topics as the management of departmental budgets, quality management, health and safety, the environment, customer care, design/refurbishment of premises, space utilisation and yield management, productivity/performance, inventory management, EPOS, electronic information management, reservation systems, internet applications, application of ICT and ecommerce to resource management.

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

Underpinning knowledge will be taught in core lectures and action learning based seminars. The teaching strategy will offer a mix of individual and group based activities offering the students the opportunity to link theory and practice. Activities in seminars may include group based presentations, case studies and practical laboratory sessions. Resources used will include IT labs and software, videos, short case studies, Students will receive directed and supplementary reading to support and extend classroom based delivery.

## **ASSESSMENT TASK INFORMATION**

The assessment will focus on the development of a hospitality concept undertaken by small groups, integrating knowledge from this and other hospitality and business modules and the application of ICT.

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	CW - group report	CW	40 %	3000	Y
2	CW - individual report	CW	60%	2000	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

### **Group Report**

Students are offered consultations for each group the week before hand-in and will be given formative feedback in the seminars leading up to this. Students will receive formal feedback on their concept report three weeks after the hand-in date.

### **Individual Report**

Students are offered consultations the week before hand-in and will be given formative feedback in the seminars leading up to this. Students will receive formal feedback on their individual report three weeks after the hand-in date.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Texts**

- Hayes and Niemeyer (2006) *Foundation of Lodging Management*, Pearson, Prentice Hall
- Jones, P., Lockwood, A. (2004) *The Management of Hotel Operations*, Thomson
- Jones, P. (ed) (2008) *Hospitality Operations and IT*, Elsevier
- Kasavana L.M. and Cahill, J.J (2011) *Managing Technology in the Hospitality Industry*, 6<sup>th</sup> Ed. Lansing: Mich, American Hotel and Lodging Association
- Mintel (2010). *Hotel Technology – International*- June 2010. London: Mintel.
- Rutherford, D., O Fallon, M.J. (ed) (2007) *Hotel Management and Operations*, this is an e book you can read on line, it is American but has some interesting chapters on operations and on the roles of different types of managers. It is possible to print individual pages.
- Walker, J. (2006) *Introduction to Hospitality*, Pearson Prentice Hall
- second edition 2007
- Ransley, J., Ingram, H. (ed) (2004) *Developing Hospitality Properties and Facilities*, Elsevier
- Verginis, C.S and Wood, R.C. (eds) (1999) *Accommodation Management – perspectives for the international hotel industry*, Thomson Business Press
- Sloan, P., Legrand, W. and Chen, J.S. (2009) *Sustainability in the Hospitality Industry*, Elsevier

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Caterer and Hotelkeeper

Hospitality (the official Institute of Hospitality Journal)

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

<http://www.caterersearch.com/Home/Default.aspx> UK trade press website, has up to date statistics and information, very useful

[www.e-hotelier.com](http://www.e-hotelier.com) , international hotel industry site, you can sign up for a daily email which tells you what is going on throughout the worldwide hospitality industry

[www.instituteofhospitality.org](http://www.instituteofhospitality.org) , the Institute of Hospitality, the UK professional body site, you can be a student member which entitles you to even more rights to the site

[www.hospitalitynet.org](http://www.hospitalitynet.org) , a general international but American centred website for the industry, has a search facility

[www.ih-ra.com](http://www.ih-ra.com) - International Hotel Association website

<http://www.visitbritain.com/corporate/> this is the main overall tourist board for the UK and this link is to the corporate or business section which has a wealth of useful information, such as tourism statistics under 'Tourism facts and figures'

<http://www.tourismtrade.org.uk/> This site offers information on many topics including opportunities to work in partnership with VisitBritain, Quality, and EnglandNet., also has free publications

<http://www.springboarduk.org.uk/> the industry source of hospitality education and courses etc

<http://www.hse.gov.uk/catering/index.htm> , site on health and safety in the UK hospitality industry.

<http://www.bha.org.uk/> As the national trade association for hotels, restaurants and caterers, our primary role is to lobby government across the UK and in Europe, representing the views of the industry.

<http://www.hlst.heacademy.ac.uk/> The Hospitality, Leisure, Sport & Tourism Network aims to encourage and broker the sharing of good learning and teaching practice across our subject areas of UK higher education.

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	<b>Sept 2013</b>

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	<b>Module Begins</b>	<b>Module Ends</b>
<b>Course Intake 1</b>	September 2013	June 2014
<b>Course Intake 2</b>	Jan 2014	March 2014
<b>Course Intake 3</b>	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
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If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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*If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.*

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	