Code - Course	064406 – International Hospitality Management			
Type	Elective: specialization		Year	4th
Thematic Area	Hotel Management		Credits	3 ECTS
Teacher in charge of the course		Maria Soy Labró		
In-class	30 hours	Teacher-led	20 hours	Individual

(In-class: 30 hours | Teacher-led: 20 hours | Individual: 25 hours)

BRIEF COURSE DESCRIPTION

In this course, we will discuss what is global hospitality management, learn about benchmarking hotels worldwide. We will focus on the strategy in International hotel management and the innovation and disruption in an international environment. Furthermore, we will expand on competitive advantages and international expansions. Following that, we will discuss people management and cross culture in an international environment. Finally we will observe cultures differences in Hospitality.

BASIC SKILLS

BS05- Develop learning skills required to progress with posterior studies with a higher degree of autonomy.

GENERAL SKILLS

GS02- Have business vision.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units. CE17- Understand and implement quality standards

SS17- Understand and implement quality standards in the processes of tourism service.

LEARNING OBJECTIVES

1. Develop skills related to the planning, organization and management of the operations of hotel establishments.
2. Know the different variables that can influence the creation of the organizational structure of a tourist establishment.
3. Identify the most important Quality Management and Environmental Systems applicable to tourist accommodation companies.
4. Know the main models of international hotel management
5. Identify the main tendencies, dynamics, paradigms and conflicts observed in the evolution of the hotel activity.
6. Manage the phases of the opening of hotel establishments (obligations of the property and obligations of the manager).
7. Assess the importance of external advice.
8. Interpret the most important ratios of the real estate.

ACADEMIC CONTENTS

1. Overview
    1.1. What is Global Hospitality Management
    1.2. STR
2. Strategy in International Hospitality Management
    2.1. Innovation and Disruption in an International Environment
    2.2. Competitive advantages in an International Environment
    2.3. International Expansions
3. People Management in a Global Environment
    3.1. Cross culture management & Hofstede
    3.2. Service culture and its impact in the hospitality industry
    3.3. Middle East and Europe cultural differences (Revenue)

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the

comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Individual Activity: Applying Hofstede cultural dimensions to a hotel situation.
- Group Activity: Applying all the knowledge of the course of a group project

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Group Activity 1	Group	40%	40%	4th week
Individual Activity 1	Individual	20%	-	3rd week
Final Exam	Individual	40%	60%	Exam Week
Total		**100%**	**100%**	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established

in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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