



## Certificate in Hotel Operations

### MODULE 1

#### **Lodging – Meeting Guest Needs**

- The Evolution of Hotels
- The History of Hotels - The Evolution of the Motel
- Classifications of Hotel Properties
- Hotels Classified by Price - Hotels Classified by Function
- Hotels Classified by Location
- Hotels Classified by Market Segment
- Other Hotel Classifications
- Types of Travelers
- Business Travelers - Other Segments
- International Travelers
- Anticipating Guest Needs in Providing Hospitality Service
- Service, Service, Service
- Employees as the Internal Customers
- Summary
- Key Words and Concepts
- Review Questions & Submissions
- Course Work Submissions

### MODULE 2

#### **Hotel & Lodging Operations**

- Major Functional Departments
- The Rooms Side of the House
- The Front Office
- Automation of the Front Office
- Reservations and Yield Management
- Housekeeping
- Telecommunications
- Uniformed Services Staff
- Security
- Hotel Food and Beverage Operations
- Banquets
- Food Production
- Sanitation and Utility
- Leased Restaurants
- Staff and Support Departments
- Sales and Marketing
- Accounting
- Human Resources
- Engineering
- Income and Expense Patterns and Control
- The Uniform System of Accounts
- Entry Ports and Careers
- Front Office Accounting
- Sales and Marketing
- Food and Beverage
- Own your Own Facility
- Summary
- Key Words and Concepts
- Review Questions & Submissions
- Course Work Submissions

## MODULE 3

### **Forces Shaping the Hotel Industry**

The Economics of the Hotel Business

A Cyclical Business - Hotel Cycles and Financial Performance

RevPAR -Hotels as Real Estate - International Hotel Development

Private Equity Investments - The Securitization of the Hotel Industry Hazards of Public Ownership

Dimensions of the Hotel Investment Decision

Financial - An Operating Business Segmentation: For Guests or Developers?

Management Companies - Asset Management

Entrepreneurial Opportunities

Summary

Key Words and Concepts

Review Questions & Submissions

Course Work Submissions

## MODULE 4

### **Competition in the Hotel Industry**

The Economics of the Hotel Business

A Cyclical Business - Hotel Cycles and Financial Performance

RevPAR -Hotels as Real Estate - International Hotel Development

Private Equity Investments - The Securitization of the Hotel Industry Hazards of Public Ownership

Dimensions of the Hotel Investment Decision

Financial - An Operating Business Segmentation: For Guests or Developers?

Management Companies - Asset Management

Entrepreneurial Opportunities

Summary

Key Words and Concepts

Review Questions & Submissions

Course Work Submissions



### The goal of the education

The goal of the education is that the student, after completing the education, has acquired the knowledge required for qualified and independent work in the field.

### Eligibility requirements

No special eligibility requirements

### Assessment criteria

After completing the education, with a passed result on all assignments and tests, the student receives a certificate.

The main teacher for the education is the one who examines the student.

### Degree title

Certificate in Hotel Operations

### Extent of education

The studies are conducted at any study pace and include about 2 and a half weeks of full-time studies.