

Course title: International Hospitality Management Msc	Credits* 5	Course code
Type of the course	Assessment:	
Lecture X	<u>Essay to be submitted by a set day</u>	
Seminar X	<u>Participation in classroom exercises</u>	
Practice	<u>Activity in interactive classroom discussion</u>	
Semester: 1		
Course availability: Spring		
Language of instruction: English		
Prerequisites: Bsc		
Type of the course: compulsory		
Course schedule: http://www.kodolanyi.hu/neptun/		
<p>Course objectives: This course provides students with the fundamental knowledge concerning marketing, human resources management, financial management, strategy, planning, policy, environment and prospects in the international hospitality industry. Real life cases will also be discussed in order to give students a relatively comprehensive understanding of the tourism and hospitality industry.</p> <p>Learning outcomes: Discuss and analyze the key factors responsible for the professional development of hospitality industry.</p> <p>Knowledge: Describe the current trends and processes faced by the hospitality industry, in the context of global economic, environmental and other social concerns</p> <p>Skills: Discuss classifications and describe the different types of hospitality ownership and development, i.e. franchising and management practices.</p> <p>Attitudes: Identify professional career paths for hospitality management with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.</p> <p>General competences: Discuss the importance of professional leadership and management, and the characteristics of effective leaders in the hospitality industry.</p> <p>Foreign language competences Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.</p> <ol style="list-style-type: none"> 1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning. 2. Can express ideas fluently and spontaneously without much obvious searching for expressions. 3. Can use language flexibly and effectively for social, academic and professional purposes. 4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices. <p>Teaching methods: Lectures and team activities</p> <p>Requirements: (exam's evaluation criteria and list of topics):</p> <ul style="list-style-type: none"> • Participation: Discussions with lecturer and other students during the course, and active participation. (15%) 		

- Group work: Time will be provided in class for students to work in small groups to brainstorm and revise elements of the current lecture. (20%)
- Homework assignments: Students will be given homework assignments connected to topics discussed in class or in readings. (20%)
- Final essay: A few weeks into the semester, students will choose their own observation focus of hospitality management, such as marketing, human resources, financial etc. Then students will write a review of their topic including a general review and its international characteristics. (45%)

Full-time study (workload according to credits*): 5ECTS:

Students will be evaluated on their performance in the following areas:

- focusing on theories,
- class discussions,
- student's presentation performance - critique to classmates' presentations,
- summarize the feedbacks of the lectures.

Assessment & Grading:

- Assessment criteria of classroom contribution: relevance of comments, clarity of ideas and arguments, quality of verbal communication, interaction with others.
- Assessment criteria of group presentation: logic of arguments, theoretical and professional content, complexity of approach, quality of verbal communication, use of professional vocabulary, visual and structural characteristics of presentation (PowerPoint, Prezi).
- Assessment criteria of final essay: originality, individual interpretation. The essay will not be accepted if it contains plagiarised material.

Fail: The student achieved less than 51% based on the total result of the assignments or did not submit two or more assignments by deadline.

Pass: The student achieved between 51-61% based on the total result of the assignments, or achieved a higher result, but did not submit one of the assignments by deadline.

Satisfactory: The student achieved between 62-74% based on the total result of the assignments.

Good: The student achieved between 75-85% based on the total result of the assignments.

Excellent: The student achieved between 86-100% based on the total result of the assignments.

Department/faculty responsible for the course: Department of Interdisciplinary International Studies

Required average students' working hours (number of credits multiplied by 30):

30 contact hours

150 working hours.

Individual assignments: -

Course leader: Dr. Martin Zsarnoczky

Lecturers: Dr. Martin Zsarnoczky