

BHO140_1: Introduksjon til hotelledelse Course Manual for Fall 2019 Thursdays from 12:15 to 16:00 EAL H-317

***subject to change pending revisions on August 29, 2019**

Course Overview: Kurset gir en teoretisk og "praktisk nær" introduksjon i hotell-ledelse, ledelses-utfordringer og hva som kjennetegner Hotell- og Restaurantnæringen, både nasjonalt og internasjonalt. Tema som inngår er betydningen av konseptutvikling, marked, hotell brands, segmenter/målgrupper, kundeopplevelser, gjestefilosofi, pris-strategi samt trender. I tillegg vektlegges sentrale lov-verk knyttet til bransjen.

Course Link: https://www.uis.no/course/?code=BHO140_1&path=nb

Course Materials: Class materials will be available at the Learning Management System that UiS uses called Canvas at <https://stavanger.instructure.com/> and on my website at www.monaanitaolsen.com/teaching. There is one required textbook for the course: Walker, JR (2017). Introduction to Hospitality, Pearson Global Edition (7th ed.), ISBN: 9781292157597. This book can be purchased at the bookstore or online.

Course Schedule/Enrollment/Weighting: This course is held during the semester dates of August 22, 2019 through November 7, 2019. Full week assignments will release on the Learning Management System. The final exam is on Tuesday, November 19, 2019. No prerequisites. SP10.

Learning Outcomes:

Knowledge

- Basic knowledge of the law in the hotel/restaurant industry. Deriblant Arbeidsmiljøloven (AML), Alkehol loven, Trygg Mat (Mattilsynet) samt Hoved og Tariff avtalen, Helse, Miljø og Sikkerhet (brann, førstehjelp, IK Mat etc.)
- Basic knowledge of why it is important to create/prepare good hotel and restaurant concepts.
- Basic knowledge of what is the difference between *product and service* - and what makes the service industry/hospitality unique.
- Basic knowledge of market/segment/target groups in the industry. How to communicate with the different target groups is also central (eg social media).
- Basic knowledge of revenue management (pricing strategy). Be able to integrate different pricing strategies into a holistic approach (Benchmarking, RevPar, ADR etc.).

Skills

- Can apply the basics of the law in practice (working environment law, safe food).
- Can analyze the value chain, from both guest and food production.
- Can segment groups and define (select) audiences.
- Be able to work with key figures in practice (revenue management).

General Competence

- After completing the course, the student is expected to have general expertise in hotel management. It is also expected that he/she has gained greater insight into challenges in the industry and what factors make the industry unique.



Faculty: Mona Anita Olsen, Ph.D.

Contact Information: mona.a.olsen@uis.no (email is the best way to contact me)

Office hours: By appointment on Thursdays and Fridays. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is the creator of [Yogibana \(weaving Yoga + Ikebana in 12 steps\)](#) and founder of [Innovation Barn AS](#) in Borhaug, Norway. She also serves as an Associate Professor (Førsteamanuensis i Hotelledelse) at the University of Stavanger and currently teaches courses in hotel management and event planning in the Norwegian School of Hotel Management.

Olsen holds a Bachelor of Science with Distinction (Hotel Management) from Cornell University, a Masters (Management of Information Technology) from the University of Virginia, and a PhD (Education) from George Mason University. Olsen is a certified Sogetsu Ikebana and Yoga (C-HYI) Instructor.

Full bio at www.monaanitaolsen.com.

Inclusivity Statement:

- I understand that our members represent a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
 - Share their unique experiences, values and beliefs;
 - Be open to the views of others;
 - Honor the uniqueness of their colleagues;
 - Appreciate the opportunity that we must learn from each other in this community;
 - Value each other's opinions and communicate in a respectful manner;
 - Keep confidential discussions that the community has of a personal (or professional) nature; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the UiS community.



Policies:

- Each student is expected to fully abide by the ethical guidelines for students at UiS. Familiarize yourself and precisely follow the ethical guidelines at <https://student.uis.no/academic-matters/ethical-guidelines/>.
 - **All outside assistance should be acknowledged** and the student's academic position truthfully reported always. If you use outside assistance, cite with APA citation.
- I am available to discuss appropriate academic accommodations that may be required for students with disabilities.

Evaluation Methods:

You can obtain up to 1,000 points which is based on your performance on the Final Exam. The Final Exam will take place on Tuesday, November 19, 2019 from 9:00-13:00 (location at UiS to be announced). The grading scale for the course (<https://student.uis.no/examination/grading/grading-system/>) can be found here:

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
E	500-599
F	Under 500

***NOTE:** In order to take the final exam, you must pass two evaluations (one written and one group presentation). Details of the written evaluation (rubric) and group presentation (group pairings and rubrics) will be posted on the Learning Management System.

- Written Evaluation (50%) is due on Thursday, October 10, 2019 by the beginning of class to the Learning Management System. It will be graded as pass/fail.
- Group Presentations (50%) are on Thursday, October 17, 2019. The presentation must be uploaded to the Learning Management System by the beginning of class. It will be graded as pass/fail.

If you have a concern about a grade in the course, explain it **in writing** using the Grade Change Request Consideration Online Form at www.monaanitaolsen.com/teaching **within one week** of the grade being posted, in order to be considered. Requests filed after one week of the grade being posted **will not** be considered. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded.



I have received the course manual for Fall 2019 for BHO140_1: Introduksjon til hotelledelse and reviewed the course manual in full.

I acknowledge understanding of the course manual in full.

Printed Name: _____

Signature: _____

Date: _____



Standard Release

I am hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of myself, UiS and/or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: Mona Anita Olsen Lecture and Classes

Signature

Date

Please Print

Address
