

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO7045	SEMESTER	7 th
COURSE TITLE	OPERATIONS MANAGEMENT IN HOSPITALITY INDUSTRY		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM190/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>Businesses are created to serve a specific purpose. In the private sector this purpose is the production of profits while in the public sector it is the satisfaction of social needs. These purposes can be realized by the production of goods and the provision of services. Operations management, production management of products and services or simply production management refers to all those activities directly or indirectly involved in the creation of these goods and services. The concept of business operations management is not the subject of a single department within the company, but its role is quite extensive affecting every functional aspect of the organization. There is often an overlap between the terms 'operations management' and 'production management'. The term production management was often used in the past. It just expanded along the way to include other chain activities. The aim is to enable the student to understand how business operations contribute to increasing productivity,</p>

reducing costs, gaining competitive advantage, achieving profitability and ensuring the sustainability of a hospitality business.

Upon successful completion of the course, the student should be able to:

- to analyze the processes, procedures and operational functions implemented in a hospitality business as well as to intervene in them with the goal of achieving profitability for the business.
- use management techniques such as supply chain management and inventory management to achieve a cost advantage and a value advantage for the business over competitors.
- use spatial planning and layout methods to design and layout the facilities of a hospitality business.
- to schedule processes, procedures, operational functions in such a way as to achieve the best result in the shortest possible time with the lowest possible cost.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

The course aims to develop the following general competences:

- Promotion of free, creative, and inductive thinking for the development of original ideas
- Search, analyze and synthesize data and information, using modern scientific tools to solve problems in specialized applications.
- Autonomous work
- Teamwork
- Exercise critical and self-critical thinking and formulating judgments

(3) SYLLABUS

Course content:

1. Introductory lesson reminding of basic concepts: administration/management/management- business operations-introduction of new concepts-definitions,
2. Products/services and operations management,
3. Operations management strategy and competitiveness,
4. Operations performance planning and measurement, Technology and operations management,
5. Supply chain management, just-in-time (jit) methods – Kanban and lean manufacturing
6. Inventory management (inventory management models I)
7. Capacity planning and facility siting, work system planning

8. Management of resources and human resources,
9. Human resource capacity management in business operations
10. Research management and forecasting, centralized production planning
11. Scheduling I
12. Scheduling II
13. Analysis of real case studies - Repetitive course

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of ICT in teaching (Lectures of the course through Power Point slides, case studies, search and presentation of audio-visual material via the internet - websites, videos, etc.) • Communication with students on the e-class platform and by email • PowerPoint slides and related learning material are uploaded on the e-class platform to facilitate the learning process. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	39
	Analysis of case studies	35
	Self-directed Study	76
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>Language of evaluation: Greek</p> <p>Assessment includes one or a combination of the following:</p> <ol style="list-style-type: none"> 1. Mid-term optional progress exam and final written exams 2. Assignments with presentation and final written exams 3. Final written exams 	

(5) ATTACHED BIBLIOGRAPHY

Suggested Bibliography:

- Kakouris, A.P. (2018). Business Operations Management, Propobos Publications.
- Laloumis, D. (2018). Λαλούμης Δ. (2018), Hotel Business Administration, Fedimos Publications.

Related Scientific Journals:

- Harvard Business Review
- International Journal of Operations and Production Management
- International Journal of Production Economics
- International Journal of Production Research
- International Journal of Productivity and Performance Management
- International Journal of Quality and Reliability Management
- International Journal of Service Industry Management
- Journal of Operations Management
- Journal of Scheduling
- Journal of Supply Chain Management
- Manufacturing and Service Operations Management
- Production and Operations Management
- Production Planning and Control
- Supply Chain Management: An International Journal
- Economist
- Financial Times
- Wall Street Journal