

<b>Elective R 5.4: Hospitality</b>					
<b>Module Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency Of Module Offer</b>	<b>Duration of Module</b>
R 5.4	150 h	5 ECTS	5th Sem.	Every Semester	1 Semester
<b>1</b>	<b>Teaching Methods</b> Lecture with practices: 4 weekly contact hours per semester  R 542 Hospitality  a) Event Management & Creating Experiences in Hospitality  b) Hospitality (Financial) Managerial Accounting		<b>Contact Hours</b>  4 weekly contact hours per semester / 45 h	<b>Independent Study</b>  105 h	<b>Planned Group Size</b>  approx. 50 Students
<b>2</b>	<p><b>Learning outcomes / competences</b></p> <p><b>Event Management &amp; Creating Experiences in Hospitality</b></p> <p>After completing this module successfully, students will know the basics of strategic &amp; operational Event Management. They will be able to develop an Event Project taking into consideration Event design &amp; dramaturgy as well as Event Communication and Customer Relationship Management. Students will be able to implement the learned skills into the practical organization of an actual event as a case study in the Hospitality Industry. Students will also learn about trends in Hospitality, Event gastronomy, Brandlands and other types of creating experiences as an USP in the Service Industry.</p> <p><b>Hospitality (Financial) Managerial Accounting:</b></p> <p>The students are enabled to understand the complexity, the different possibilities of the definition of managerial accounting in general and the different possibilities of use in the hospitality sector.</p> <p>The structure and content of balance sheets and income statements according to the Uniform System of Accounts for the Lodging Industry (USALI) and their differences from the HGB play an important role. The students are enabled to recognize how reliable the submitted data is in order to make adequate conclusions and decisions in the management. In addition to various instruments of controlling, the interpretation and correct analysis of numerical models is a central element of the learning success. The students learn with which forecasting methods forecasts and budgets are created and the critical review of these target plans, target figures and ratios.</p>				
<b>3</b>	<p><b>Contents</b></p> <p><b>Event Management &amp; Creating Experiences in Hospitality</b></p> <ul style="list-style-type: none"> <li>• Event Management: Event types and forms</li> <li>• Overview of the event market and its participants</li> </ul>				

	<ul style="list-style-type: none"> <li>• Development and trends of the MICE industry</li> <li>• Creating Experiences as an USP in Hospitality</li> <li>• Event Gastronomy &amp; Brandlands</li> <li>• Event Marketing</li> <li>• Event realization: From the concept to implementation and follow-up</li> <li>• Sponsorship, GEMA, trademark rights and event insurance</li> </ul> <p><b>Hospitality (Financial) Managerial Accounting:</b></p> <p>In business administration, as well as in modern hospitality management, decisions are often made on the basis of hard facts, i.e. in numerical form. The aim of this module is to translate the hospitality processes into complex-reduced numerical models, with the help of which the success of the processes should be measured transparently.</p> <ul style="list-style-type: none"> <li>• Basics of hospitality controlling</li> <li>• Meaning and definitions of (financial) managerial accounting</li> <li>• Tasks and work processes of hotel bookkeeping (excuse)</li> <li>• US-GAAP und Uniform System of Accounts for the Lodging Industry (USALI)</li> <li>• Assets &amp; Liabilities (Balance Sheet)</li> <li>• Summary Profit &amp; Loss Statement (Statement of Income)</li> <li>• Departmental Profit &amp; Loss Statement</li> <li>• Profit and Loss Analysis (Reporting)</li> <li>• Budgeting and Forecasting</li> </ul>
4	<b>Teaching Methods:</b> Lecture with practices
5	<b>Participation Prerequisites:</b> See forward clause in the study and examination regulation
6	<b>Examination:</b> written exam (90 min; 2 x 45 min)
7	<b>Prerequisites for the Allocation of Credit Points:</b> passed module exam
8	<b>Use of the Module</b> (in other study programs): none
9	<b>Factor for calculation of the degree grade:</b> weighting with factor 1
10	<p><b>Module Supervisor and Full-Time Teachers:</b></p> <ul style="list-style-type: none"> <li>a) Prof. Dr. Eisenbarth</li> <li>b) Lecturer Alexander Pesch</li> <li>c) Lecturer Katharina Phebey</li> </ul>
11	<p><b>Other Information</b></p> <p>Module in English language</p> <p><b>Based literature hospitality (financial) managerial accounting:</b></p>

Course Descriptions Semester 5 TOURISMUS MANAGEMENT 3.0

<p><b><i>Educational Institute of American Hotel &amp; Motel Association: Uniform System of Accounts for the Lodging Industry, 11<sup>th</sup> Edition, Lansing, Michigan 2014</i></b></p> <p>Atkinson, H.; Jones, T.; Lorenz, A.: Strategic Managerial Accounting: Hospitality, Tourism &amp; Events Application, 6<sup>th</sup> Edition, 2012</p> <p>Mowen, M.; Hansen, D.; Heitger, D.: Managerial Accounting: The Cornerstone of Business Decision-Making, 7<sup>th</sup> Edition, 2018</p> <p>Rutherford, Denney G.: Hotel Management and Operations, New York 2010</p> <p><b><i>Schmidgal, R. S.: Hospitality Industry Managerial Accounting, Lansing, Michigan 2011</i></b></p>
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