

Bachelor Tourism Management					
Elective: Hospitality					
Module Code	Workload	Credits	Study Semester	Frequency Of Module Offer	Duration of Module
R 5.4	150 h	5 ECTS	5th Sem.	Every Semester	1 Semester
1	Teaching Methods Lecture with practices: 4 weekly contact hours per semester R 542 Hospitality – Selected aspects		Contact Hours 4 weekly contact hours per semester / 45 h	Independent Study 105 h	Planned Group Size approx. 50 Students
2	<p>Learning outcomes / competences</p> <p>In the module the following special topics in the hospitality sector will be analyzed:</p> <ul style="list-style-type: none"> • Digitalization in the hospitality sector • Quality management • Lean management and process management • Entrepreneurship in the gastronomy <p>Digitization in the hospitality industry has to contend with numerous prejudices and is still viewed with a certain degree of skepticism. Yet digitization is an urgent necessity, and the Corona pandemic has once again made the industry aware of the importance of digital offerings and process simplification. The energy crisis and the ongoing staff shortage are also forcing the restaurant industry to position itself efficiently. Digitally well-positioned restaurateurs can respond more quickly to developments. Digitization can be implemented along the entire value chain, from merchandise management to guest registration and customer loyalty. Digitalisation can improve process and quality management as well as lean management and will continue to gain in importance in order to position one's own business for the future.</p> <p>Professional competence: After completing this module successfully, students will be able:</p> <ul style="list-style-type: none"> • To know the various possibilities of digitization based on the value chain • To evaluate the impacts of digitization critically and assess whether digitization represents a process improvement • To understand essential process and lean management tools and, in particular, apply them to the hospitality industry to make processes more efficient • To purposefully plan and execute lean management tools to solve problems in new and unfamiliar and interdisciplinary contexts • To assess the quality management in gastronomic companies with regard to the conceptual structures and design quality strategies based on the customer journey and introduce a quality management system for service providers • To develop ideas independently and concepts for company-specific quality and process optimization 				

	<ul style="list-style-type: none"> • To apply and deepen entrepreneurial competences for the calculation and optimisation of business management decisions in gastronomic self-employment • To learn the most important facts and influencing factors when starting your own business in the gastronomy
3	Contents <ul style="list-style-type: none"> • Fundamentals of digitisation • Digitisation along the value chain • Overview of suppliers for digitisation solutions • Customer journey and customer experience in the hospitality industry • Basics of quality and process management (definition, dimensions, determinants, influencing factors) • Quality as a success factor • Quality management manual • Complaints management • Lean management and continuous improvement • Tools of lean management • Basics of business management analysis in gastronomy • Influencing factors in the context of calculation for self-employment in gastronomy • Holistic approach to entrepreneurship in gastronomy by means of an example calculate yourself
4	Teaching Methods: Lecture with practices
5	Participation Prerequisites: See forward clause in the study and examination regulation
6	Examination: written exam (90 min) or module work
7	Prerequisites for the Allocation of Credit Points: passed module exam or module work
8	Use of the Module (in other study programs): none
9	Factor for calculation of the degree grade: weighting with factor 1
10	Module Supervisor and Full-Time Teachers: a) Prof. Dr. Eisenbarth
11	Other Information Module in English language Based literature hospitality quality and process management: Benes, G.M.E. / Groh, P. E. : Grundlagen des Qualitätsmanagements, 3., aktual. Aufl., München 2014. Bruhn, M.: Qualitätsmanagement für Dienstleistungen – Grundlagen, Konzepte, Methoden, 8. Auflage, Berlin 2011.

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