Sveučilište u Rijeci • University of Rijeka

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Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marko Perić, PhD, associate professor	
Name of the course	Project Management in Hospitality	
Study programme	Graduate study programme: Hospitality Management	
Status of the course	compulsory	
Year of study	1.	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)

1. Course objectives

The aim of the course is to explain the role of projects and project management in developing business systems in hospitality. The emphasis is on strategic preparation, evaluation, initiation and development of project management models at different management level (in hospitality company), in order to train students for project managing under the conditions of modern tourism development.

2. Course enrolment requirements

None

3. Expected learning outcomes

After passing the exam, students will be able to:
1. Define project and list and explain its key characteristics
2. List and explain main phases of project life cycle
3. Define project management and explain differences between project and strategic management
4. List and explain processes and areas of knowledge in project management
5. Properly implement basic techniques of planning and control of the project
6. Explain various organisational models of project management within hospitality company
7. Properly interpret the role of investment projects in developing business systems in hospitality
8. List and explain methodology for evaluation of investment projects in hospitality
9. Prepare at a strategic level, initiate and develop a project management model in hospitality
10. Analyse a variety of entrepreneurial initiatives in hospitality and make a decision on accepting the initiative that meets all the objectives set
11. Use specific computer program for making business plans in tourism and hospitality

4. Course content

Theoretical and methodological definition of project
The life cycle of the project and project stakeholders
Theoretical and methodological definition of project management
Project management areas of knowledge
Project management functions / processes: planning, organizing, leading and controlling
The strategic aspect of project management in tourism
Projects and the environment
Project-oriented business system in hospitality
Investment projects in hospitality
Evaluation and methods of project selection in tourism and hospitality
Management of projects in hospitality – examples

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5. *Manner of instruction*	☒ lectures ☒ seminars and workshops ☐ exercises ☐ distance learning ☐ fieldwork	☒ individual assignments ☐ multimedia and network ☐ laboratories ☐ mentorship ☐ other

6. *Comments*	

7. *Student responsibilities*

Class attendance, continuous assessment and written exam, creating project assignment.

8. *Monitoring of student work[1]*

Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio		Case study	*0,8*				

9. *Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.
For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. *Mandatory literature (at the time of submission of study programme proposal)*

1. Cetinski, V., Perić, M., Projektni menadžment , Faculty of tourism and hospitality management, Opatija, 2013 + CD-ROM as part of the book

11. *Optional/additional literature (at the time of submission of the study programme proposal)*

1. Project Management Institute, A Guide to the Project management Body of Knowledge (PMBOK Guide), Sixth Edition, Project Management Institute, 2017.
2. Cleland, D.I., Ireland, L.R., Project Management – Strategic Design and Implementation, Fifth Edition, McGraw-Hill, New York, 2007.
3. Cetinski, V., Strateško upravljanje razvojem turizma i organizacijska dinamika, FTHM Opatija, Opatija 2005.
4. Cetinski, V., Perić, M., Jovanović, D., Poslovne simulacije, Fintrade&tours d.o.o., Rijeka, 2009. + CD-ROM kao sastavni dio knjige

12. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

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[1] IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.