



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marko Perić, PhD, associate professor	
Name of the course	Strategic Management in Hospitality	
Study programme	Graduate study programme: Hospitality management	
Status of the course	Compulsory	
Year of study	1st year	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
<i>1. Course objectives</i>		
<p>The aim of the course is to explain to students the process of strategic management of hospitality companies with an emphasis on strategic preparation, evaluation, start up and development of strategic management process in hospitality companies. In addition to the basic steps in the process of strategic management (analysis of the environment, strategic orientation, strategy formulation and implementation, strategic control), the place and role of business models as well as projects in the strategic management process will be clarified for the purpose of training students to formulate their own examples of strategies and strategic development plans in hospitality industry.</p>		
<i>2. Course enrolment requirements</i>		
None		
<i>3. Expected learning outcomes</i>		
<p>After passing the exam, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the strategic management process 2. Interpret the favourable opportunities and threats for hospitality companies 3. Analyse and interpret the internal strengths and weaknesses of the hospitality company 4. Analyse new developments in tourism and hospitality industry 5. Explain the basic elements of defining the strategic direction of the hospitality company 6. Prepare and explain the differences between the various strategic options of the hospitality company 7. Explain implementing selected strategy in a hospitality company 8. Explain ways of controlling the implementation of the selected strategy in a hospitality company 9. Explain the place and role of business models in the strategic management process 10. Explain the role and position of projects in the process of strategic management 11. Formulate a suitable strategy / strategic plan for a hospitality company 12. To compare and evaluate the quality of designed strategies and strategic plans for hospitality companies 		
<i>4. Course content</i>		
<p>Strategic management process Internal environment analysis External environment analysis Vision mission and goal setting Strategy formulation Strategy implementation through functional strategies Strategy implementation through structure, culture and leadership Business models and strategy</p>		



Strategic aspects of project management and business plan development							
Strategic alliances							
Strategic control							
Trends in strategic management							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
Class attendance, continuous assessment and written exam, creating case study.							
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. Buble, M. et al., Strateški menadžment, Sinergija nakladništvo, Zagreb, 2005. 2. Cetinski, V., Perić, M., Projektni menadžment, Faculty of tourism and hospitality management, Opatija 2013.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Mountinho, L., Strateški menadžment u turizmu, Masmedia, Zagreb, 2005. 2. Cetinski, V., Strateško upravljanje razvojem turizma i organizacijska dinamika, Fakultet za turistički i hotelski menadžment, Opatija, 2005.							
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.							

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.