

# HOTEL OPENING MANAGEMENT

INFORMATION	
Year	3
Credits	15 EC
Study load	420 hours
Prerequisites	Completion of Year 1 of a Stenden degree program
School	Hotel Management
Open to	IHM, ITM, ILM
Offered	Module 1,3 & 4



## INTRODUCTION

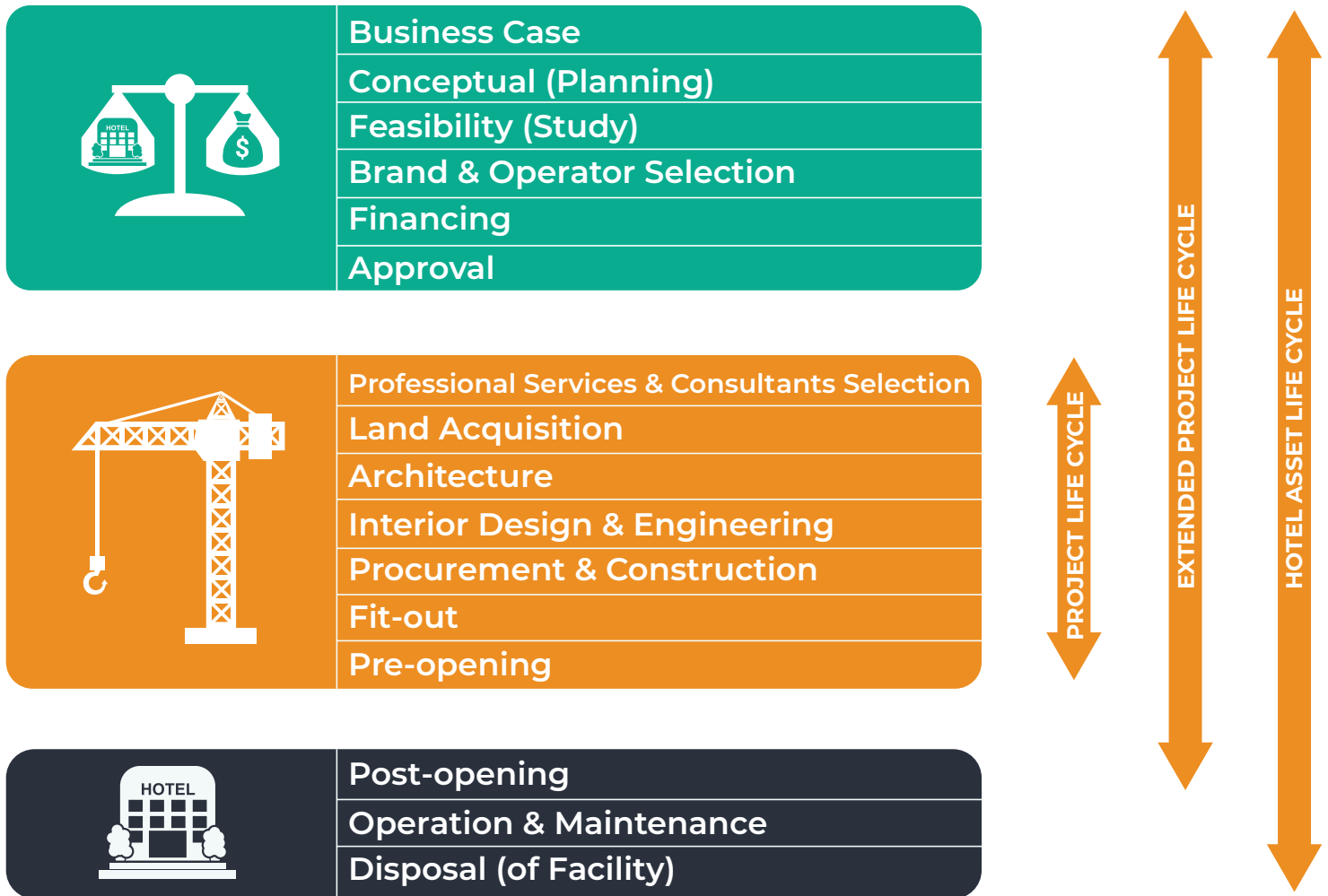
A key aspect to the initial success or failure of any new hotel is the ability to strategically open the property in a fluid and project oriented manner. The hotel opening process is one that involves an interrelated approach to project management, supply chain management, logistics, legal issues, financing, investment decisions and procurement to name but a few. From conceptualization through to the actual opening of a property and maintenance thereafter a hotel opening team needs to be able to work in unison, often in the face of major logistical challenges and the occasional set back. Recent literature by Noordzij (2014) has suggested that the industry is facing an imminent explosion of new hotel openings. At present, it is doubtful that the industry will be able to cope effectively. This makes the need apparent for fully equipped personnel to enter the industry having a strong project management understanding and a similar mind-set to managing the process.

At the end of this minor the student should have acquired the necessary skills needed to understand the hotel opening procedure from the time of conception, cutting of the ribbon and post-opening phase. The student should be able to fill an integral role within a hotel opening team, albeit on a junior managerial level. The student should understand and be able to apply relevant project management skills as they relate to the hospitality industry. The student will be able to work on projects pertaining to new hotel inceptions. They will be able to do so on a junior level, in the hopes that they will be able to develop their experience within the field of new hotel openings.



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## THE PROJECT MANAGEMENT LIFECYCLE



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## MODULE STRUCTURE & ORGANISATION

The minor Hotel Opening Management offers a broad variety of activities that allow students not only to explore the theoretical framework of hotel openings, but also engage with industry practitioners and apply their knowledge in a simulated hotel opening project.

SESSION	CONTACT TIME (HOURS)	SELF-STUDY TIME	TOTAL SESSIONS	TOTAL CONTACT TIME (HOURS)	TOTAL SELF-STUDY TIME (HOURS)	TOTAL STUDY HOURS
<b>CBL's</b>	1.5	6	16	24	96	<b>120</b>
<b>Guest Lectures</b>	1.5	2	16	32	24	<b>56</b>
<b>Workshops</b>	1.5	3	18	27	54	<b>81</b>
<b>Weekly Assignments</b>	-	4	8	-	32	<b>32</b>
<b>Module Assignment</b>	1	50	5	5	50	<b>55</b>
<b>Guest Lectures and Site Visits</b>	7	2	8	56	8	<b>64</b>
<b>Presentation</b>	2	8	1	2	8	<b>10</b>
			<b>Total</b>	146	272	418

In addition to lectures, CBL sessions and guest lectures the minor will incorporate a series of workshops linked more specifically to Project Management. The Guide to Project Management Body of Knowledge (PMBOK) will be the main source of information for these workshops and the aim here is to skill students in the area of project management in general including various models and techniques utilised by project managers as well as to help students develop their own project management vocabulary.

The PMBOK is universally accepted as the standard source of information for anything related to project management and contains 12 broad learning areas. These are:

Organisational Influences and Project Life Cycle

1. Project Management Processes
2. Project Integration Management
3. Project Scope Management
4. Project Time Management
5. Project Cost Management
6. Project Quality Management
7. Project Human Resource Management
8. Project Communications Management
9. Project Risk Management
10. Project Procurement Management
11. Project Stakeholder Management

Each Workshop will be 90 min and will cover two learning areas per session. The workshops will run from week 2 to week 7.

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## ASSESSMENT

The module accounts for 15 EC's and thus requires 420 hours of study. The assessment scheme is presented in the table below.

ASSESSMENTS	MARK ALLOCATION	WEIGHTING %	PASS MARK% (SUB MINIMUM)
<b>CBL Sessions</b>	80	20	-
<b>Workshops</b>	40	10	-
<b>Module Assignment</b>			
Content	170	50	55
Presentation	50		
<b>Reports on Excursions and Guest Lectures</b>	80	20	55
<b>Total</b>	<b>420</b>	<b>100</b>	<b>55</b>

Students are required to participate in all classes / educational activities. A mandatory minimum attendance of 80% is required for each module component of all academic activities in order to pass the associated unit(s). Failing to achieve the 80% will result in being required to retake the module. It is essential to report absence to the responsible module coordinator, lecturer for the lecture and the group members. In addition, the chairperson and / or tutor should be informed before the start of the session.

