

## ***Subject Study guide “Applied computer for hotel industry”***

### **1. IDENTIFICATION**

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- ✓ **Subject name: Applied computer for hotel industry**
- ✓ **Code: 104065**
- ✓ **Degree: Tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optional**
- ✓ **ECTS Credits (hours): 6 (150)**
- ✓ **Teaching period: semester subject**
- ✓ **Teaching language: English**
- ✓ **Professors: Daniel Blabia/Víctor Giménez**
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### **2. PRESENTATION**

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This is a last year subject of the Tourism Degree where the student is already prepared to understand the manager function in a hospitality company. For this reason they are presented in a very practical way ICT management tools that facilitate decision-making based on accurate and immediate information.

### **3. EDUCATIONAL GOALS**

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At the end of the course the student should be able to:

1. Dominate the decision-making process of an independent and real hotel establishment in conditions of competition.
2. Analyze the operational and economic results of a hotel establishment and consequently be able to develop a real business strategy.
3. Argue their business management decisions based on the data obtained from the Hotel Information System.
4. Know the operation of a hotel management program type PMS.
5. Learn to create, budget and manage a project of any kind that entails the use of the material, human and economic resources in their charge.

6. Master the operation of project planning programs such as Microsoft Project and other free software.
7. Know the operation of a hotel information system based on ERP type software.
8. Know the operation of some Business Intelligence ICTs such as Tableau for decision making.
9. Know the operation of some ICT tools of Customer Relationship Management (CRM) such as SugarCRM for commercial management.
10. Develop a learning capacity autonomously from a real need.

## **4. SKILLS AND LEARNING OUTCOMES**

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### **SPECIFIC SKILLS AND LEARNING OUTCOMES**

SS19. Apply the latest techniques of information and communication technologies and new management systems in the areas of planning, management and management of companies, businesses and products in the hospitality and catering sectors

#### **LEARNING OUTCOMES**

SS19.1. Define the role of data management and communication systems in organizations.

SS19.2. Know the main tools in project planning, client portfolio management and Business Intelligence.

SS25. Demonstrate that it understands the relationship and impact of information systems in the management processes of hospitality and catering companies.

#### **LEARNING OUTCOMES**

SS25.1. Evaluate the economic impact of the hotel's operational decisions.

SS25.2. Know how to make decisions based on the analysis of data obtained from the hotel's Information System.

### **TRANSVERSAL SKILLS**

TS1. Develop a learning capacity autonomously.

TS2. Be able to self-assess the knowledge acquired.

TS3. Adapt to the technological changes that may arise.

TS4. Work with communication techniques at all levels.

TS8. Demonstrate leadership skills in the management of human resources in hotel and restaurant companies

TS11. Manage and organize time.

TS12. Teamwork.

TS14. Demonstrate orientation and culture of customer service.

TS15. Demonstrate a business vision, grasp the client's needs and anticipate possible changes in the environment.

TS16. Analyze, synthesize and evaluate information.

## 5. TOPIC AND CONTENT

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### PART I: INTRODUCTION

Topic 1. Information systems in global business

- Data, information and knowledge.
- The value chain of information: administration of databases and information
- Typologies of information systems.
- ICT infrastructure. Data centers and cloud computing.

Topic 2. Business processes and corporate management systems.

- Business processes.
- Business management systems: ERP, CRM and SCM.

Topic 3: Data analysis and support for control and decision making.

- Business Intelligence and analytics.

### PART II: CONCRETION

Topic 4. Project management in the hospitality sector

- Projects vs Operations
- Project planning with Microsoft Project
  - temporary planning
  - economic planning
  - Monitoring and control of projects

Topic 5. PMS

- Software structure
- Operational operation FIDELIO

Topic 6. BI & Analytics

- Big data and data analytics

- Introduction to Tableau software

Topic 7. Management of client portfolios

- Bidirectional communication with the client in the Hotel sector
- Introduction to SugarCRM software

PART III: Business Game / Hotel Simulation

Topic 8: Simulation with CESIM

- Introduction to the material and the decision-making process
- Strategic plans
- Management reports

## 6. RECOMMENDED BIBLIOGRAPHY

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### WEBGRAPHY

<https://www.sugarcrm.com/resources>

<https://www.tableau.com/learn>

### TUTORIALS

<http://www.brighthubpm.com/software-reviews-tips/45402-step-by-step-tutorial-on-microsoft-project-getting-started-in-twenty-minutes/>

[https://www.tutorialspoint.com/ms\\_project/index.htm](https://www.tutorialspoint.com/ms_project/index.htm)

### TEACHING TEACHING MATERIAL

Teaching materials incorporated into the CESIM simulator by registered students.

Teaching materials incorporated into the Ms Project software

Teaching materials incorporated into the PMS finally esco

### BIBLIOGRAPHY

Gemawat, Pankaj "redefiniendo la Globalización". Ed. Deusto, 2007. ISBN: 978-84-234-2606-5

Hamel, G & Breen b. "The future of Management". Ed. Harvard Business School Press, 2007. ISBN: 1-4221-0250-5

Malone, Thomas W. "El futuro del Trabajo". Ed, Gestión 2000, 2004. ISBN: 84-8088-688-9

Applegate, Lynda M., et al Estrategia y gestión de la información corporativa: Los retos de la gestión en una economía de red. 6ª edición. Edit McGraw Hill. 2004

Other support material in digital format and links to web pages are offered in the Virtual Campus.

## 7. TEACHING METHODOLOGY

The subject works based on three teaching-learning methodologies:

a) Methodology of the theoretical part of the subject: Classroom-master explanations in terms of PART I of the program

b) Methodology of the practical part of the subject: Presentations by the teacher of the different softwares and the resolution of exercises and creation of practical cases (individual or in teams) by the students. Special mention to the online part of the Simulation / Business Game because some of the decisions will be made online, taking advantage of the fact that the platform itself has the option to do it simultaneously for all the components of the team.

c) Methodology of the non-contact part of the subject (Virtual Campus and CESIM platform): The Virtual Campus platform will be used as a complement of information to make communications to students and share documents.

All students will have access to the CESIM platform where they will indicate the decisions to be taken by each of them regarding their hotel as well as obtaining the results of each round. The platform has an internal forum for each team that will be supervised by the teacher.

### TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
<b>Type: Directed</b>			
Theoretical classes	40	1,6	SS19.1, SS19.2, SS25.1, SS25.2, SS1, SS14, SS15 and SS16.
Problem solving	20	0,8	SS19.2, SS19.3, SS25.1, SS25.2, SS1, SS2, SS3, SS4, SS8, SS11, SS12, SS14, SS15 and SS16
<b>Type: Supervised</b>			
Tutorial sessions	10	0,4	SS19.2, SS19.3, SS25.1, SS25.2, SS32.3, SS3, SS4, SS8, SS14, SS15 and SS16
<b>Type: Autonomous</b>			
Preparation of cases	15	0,6	SS19.1, SS19.2, SS25.1,

Exercises and case studies	15	0,6	SS25.2, SS1, SS2, SS3, SS4, SS8, SS11, SS12, SS14, SS15 and SS16.
Simulation	50	2	

## 8. ASSESSMENT SYSTEMS

The evaluation of the subject will be as follows:

Continuous evaluation: The subject can be overcome as the syllabus progresses. PART I of the subject is worth 15% of the final grade, PART II 45% and PART III 40%. Within each part the evaluation will be as follows:

PART I 100% Exam

PART II: Delivery of exercises 100%.

PART III: Initial test 10%, Strategic plan delivery 15%, simulation result 50%, management report 25%.

The student will have a continuous note of the tests corresponding to the PARTS II and III that if it is superior to 5 will be able to give by passed the subject. If not, must be submitted to the final exam where it will also include PART I. If it is between a 3,5 and a 4,9 may be submitted to revaluation.

### ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
BUSINESS GAME INITIAL TEST	4 %	0,5	0,02	SS25.1., SS25.2.
Case studies	60 %	50	2	SS19.1., SS19.2, SS25.1, SS25
Business game Activity	36 %	25	1	SS25.1, SS25.2

There will be a final exam with all the content of the subject for those students who have not passed the continuous assessment system contemplated in the previous point and for those students with special characteristics (repeaters, students with mobility, etc.).

Re-evaluation:

Students who have obtained a final grade between 3,5 and 4,9 have the right to apply for the re-evaluation call. The final grade to be obtained in this call will not exceed 5.

Recognition.

If a student wants to be validated the part of Fidelio must present a certificate of the company where he worked. The grade that will be given is a 5 and will make it average like any other.

## 9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	TOPIC 1	master class practical classes online	2 2
2	TOPIC 1	master class practical classes online	2 2
3	TOPIC 2	master class practical classes online	2 2
4	TOPIC 2	master class practical classes online	2 2
5	TOPIC 3 TOPIC 4	master class practical classes online	2 2
6	TOPIC 4	master class practical classes online	2 2
7	TOPIC 5	master class practical classes online	2 2
8	TOPIC 5	master class practical classes online	2 2
9	TOPIC 6	master class practical classes online	2 2
10	TOPIC 7	master class practical classes	2 2

		online	
11	TOPIC 7	master class practical classes online	2 2
12	TOPIC 7	master class practical classes online	2 2
13	TOPIC 8	master class practical classes online	2 2
14	TOPIC 8	master class practical classes online	2 2
15	TOPIC 8	master class practical classes online	2 2

## 10. ENTREPRENEURSHIP AND INNOVATION

In order to promote the entrepreneurial spirit, the student is provided with the necessary tools to analyze the possibilities that the applications can give to new business projects in the tourism world. Likewise, the activities in the classroom and in a group consolidate the relationship between people with the need to contribute synergies to achieve consensual group goals and then converted into future business projects.

The subject provides the student with the real and current vision through the studies and research that must be carried out in the programmed activities. On the other hand, the evaluation system has self-evaluations and community assessment as a complement to the teacher's own evaluation to involve the student in the level reached by the group and to train them in the reflection techniques with timely or unsatisfactory approaches for the sake of a business project, whether individual or group.

All the works and the contributions of the students are available to the entire class group in order to share the resources created as well as to ensure an authentic creation of information