

Group: IMTH

Degree: Master

Course: Case Studies in Hotel Business

- 1. Credits: 3**
- 2. Grade & Semester: Second year, second semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

This course aims to critically review and analyze hotel business case studies and through the application of a structured problem-solving process, to provide feasible recommendations and action points to real life business situations in the hospitality industry. Moreover, the objective of the course is to assess industry profitability and overall company success through the analysis of such cases, identifying which drivers make the greatest contribution to the company's financial outcomes and overall success. Finally, students will summarize the steps performed in the analysis of a given case in the form of a presentation to a group of peers, furthermore students will demonstrate the ability to provide an analysis and recommendations in the form of a written case report.

- 5. Course description/outline:**

Case Studies in Hotel Business uses case studies to analyze and integrate the various disciplines of hotel business and the visitor industry. This course will encourage students to develop a critical attitude in their thinking toward all administrative and management practices in the hotel business.