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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Hospitality Industry Economy

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

1. COURSE GOAL

The Hospitality Industry Economy course is aimed at forming basic knowledge in hotel enterprise economy.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Hospitality Industry Economy course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

| Competence Code | Competence Descriptor | Competence Formation Indicators (within this course) |
|------------------------|--|---|
| GPC-5 | Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions | GPC-5.1. Able to apply technologies and methods of strategic analysis of the activities of tourism industry enterprises; GPC-5.2. Able to provide justification, development and implementation of economic strategies and priority areas of activity of tourism enterprises; GPC-5.3. Able to evaluate the effectiveness of management decisions at various levels of tourism management. |
| PC-1 | Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them | PC-1.1. Able to conduct strategic analysis, identify success factors, economically substantiate corporate and functional strategies for the development of tourism enterprises; PC-1.2. Able to form a concept and plan the implementation of a competitive strategy for the development of tourism enterprises; PC-1.3. Able to forecast the development of the tourism sector and tourism activities in the context of various levels of management, including based on foresight technologies. |
| PC-7 | Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy | PC-7.1. Able to assess the effectiveness of management decisions in strategic areas of activity of tourism enterprises; PC-7.2. Able to formulate a plan for implementing a tourism enterprise strategy using project management approach. |
| PC-9 | Able to apply international experience in managing resources and quality of services of tourism organizations | PC-9.1. Able to develop management decisions based on objective results of analysis of international experience in the activities of tourism organizations. |

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Hospitality Industry Economy course refers to the variable component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Hospitality Industry Economy course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

| Competence Code | Competence Descriptor | Previous Courses/Modules, Internships* | Subsequent Courses/Modules, Internships* |
|------------------------|--|---|---|
| GPC-5 | Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions | No | <ul style="list-style-type: none"> • Preparing for defence and defending a graduation thesis |
| PC-1 | Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them | No | <ul style="list-style-type: none"> • Strategic Management and Management by Objectives in Professional Sphere • Service Quality Management • Business Intelligence and Data Analysis • Financial Management • Territorial Recreational System Formation and Management • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis • Tourism Sector Features and Technologies |
| PC-7 | Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy | No | <ul style="list-style-type: none"> • Strategic Management and Management by Objectives in Professional Sphere • Service Quality Management • Financial Management • Analysis and Modeling of Business Processes • Optimizing Business Processes of Enterprises in Tourism and Hospitality • Territorial Recreational System Formation and Management • Maintaining Ecological Balance of Tourist Areas |

| Competence Code | Competence Descriptor | Previous Courses/Modules, Internships* | Subsequent Courses/Modules, Internships* |
|-----------------|---|--|--|
| | | | <ul style="list-style-type: none"> • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis |
| PC-9 | Able to apply international experience in managing resources and quality of services of tourism organizations | No | <ul style="list-style-type: none"> • Strategic Management and Management by Objectives in Professional Sphere • Innovation Management and Entrepreneurship in Tourism • Financial Management • Territorial Recreational System Formation and Management • Maintaining Ecological Balance of Tourist Areas • Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis |

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Hospitality Industry Economy course is 3 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

| Type of Academic Activities | TOTAL, academic hours | Semester |
|---|-----------------------|----------|
| | | 1 |
| Classroom learning, academic hours. | 34 | 34 |
| including: | | |
| Lectures | 17 | 17 |
| Lab work | - | - |
| Seminars | 17 | 17 |
| <i>Self-study, academic hours</i> | 56 | 56 |
| <i>Evaluation and assessment (graded pass/fail), academic hours</i> | 18 | 18 |
| Course workload | ac. hrs. | 108 |
| | credits | 3 |

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

| Module Title | Course Module Contents | Learning Activities* |
|--|---|----------------------|
| Module 1. Hotel enterprise: legal and economic basis of its functioning | Topic 1.1. Organizational forms of entrepreneurship of hotel enterprises. Fundamentals of economic activity of a hotel enterprise. | Lecture, Seminar |
| Module 2. Features of hotel activities and hotel product | Topic 2.1. Hotel enterprise resources. Economic activity of a hotel enterprise. Costs of a hotel enterprise. Topic 2.2. Pricing policy of a hotel enterprise. Topic 2.3. Income, profit, losses of a hotel enterprise. Indicators of a hotel enterprise's economic activity efficiency. Topic 2.4. Taxes and taxation of the activities of a hotel enterprise. Topic 2.5. Hotel product and its quality. Hotel product and its elements. Hotel product quality and its evaluation. | Lecture, Seminar |
| Module 3. Analysis of the activities of hotels and other accommodation facilities | Topic 3.1. Planning the activities of hotels and other accommodation facilities. Topic 3.2. Economic analysis of the activities of a hotel enterprise. | Lecture, Seminar |

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

| Classroom for Academic Activity Type | Classroom Equipment | Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary) |
|--------------------------------------|--|---|
| Lecture | Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice) |
| Seminar | Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), |

| Classroom for Academic Activity Type | Classroom Equipment | Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary) |
|--------------------------------------|--|---|
| | | MSOffice Professional Plus (office applications, MSOffice) |
| Self-Studies | Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment. | Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice) |

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Laws and Regulations:

1. Federal Law No. 132-FZ “On Fundamentals of Tourism Activities in the Russian Federation” dated 24 November 1996 (latest edition) <https://fzrf.su/zakon/ob->
2. Federal Law No. 209-FZ dated 24 July 2007 “On Development of Small and Medium-Sized Businesses in the Russian Federation” (latest edition) http://www.consultant.ru/document/cons_doc_LAW_52144/
3. Federal Law No. 129-FZ dated 08 August 2001 “On State Registration of Legal Entities and Individual Entrepreneurs” (latest edition) http://www.consultant.ru/document/cons_doc_LAW_32881/
4. Law of the Russian Federation No. 2300-1 dated 07 February 1992 “On Protection of Consumer Rights” as amended by Federal Law No. 250-FZ dated 29 July 2018 <http://logos-pravo.ru/zakon-rf-o-zashchite-prav-potrebiteley-s-kommentariyami>

Main Readings:

1. Entrepreneurship Education in Tourism and Hospitality Management / Eds. Bagri, S. C., Dhodi Rakesh Kumar and Junaid K. C. - Электронные текстовые данные. - Business Science Reference, 2022.
URL: https://lib.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=510983&idb=0

Additional Readings:

1. Economic Crisis, International Tourism Decline and its Impact on the Poor, World Tourism Organization and International Labour Organization 2013 UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284414444>
2. Overtourism? Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary, World Tourism Organization (UNWTO); NHL Stenden

University of Applied Sciences 2018, UNWTO, Madrid,
DOI: <https://doi.org/10.18111/9789284420070>

3. Supporting Jobs and Economies through Travel & Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery, World Tourism Organization (2020) UNWTO, Madrid,
DOI: <https://doi.org/10.18111/9789284421633>

4. Tourism for Development. Vol 1. WTO, 2023, eISBN: 978-92-844-1972-2 | ISBN: 978-92-844-19 Supporting Jobs and Economies through Travel & Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery, World Tourism Organization 2020, UNWTO, Madrid,
DOI: <https://doi.org/10.18111/9789284421633>

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
 - RUDN University Electronic Library System (RUDN University ELS)
<http://lib.rudn.ru/MegaPro/Web>
 - ELS "University Library Online" <http://www.biblioclub.ru>
 - ELS "Urait" <http://www.biblio-online.ru>
 - ELS "Student Consultant" www.studentlibrary.ru
 - ELS "Lan" <http://e.lanbook.com/>
 - ELS "Troitsky Bridge"
2. Databases and search engines:
 - electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>
 - Yandex search engine <https://www.yandex.ru>
 - Google search engine <https://www.google.ru/>
 - SCOPUS abstract database <http://www.elsevierscience.ru/products/scopus/>
 - www.prootel.ru Pro Otel magazine for specialists in hospitality.
 - <http://profi.travel.ru/press/> Tourism and Travelling. Professional press.
 - <http://www.tourlib.net> All about tourism: tourism library.
 - <http://www.ekonomika.ru/> Economics and Life magazine.
 - <http://www.prime-tass.ru/> Prime Tass – Economic information agency.
 - <http://www.infostat.ru/> Statistics of Russia information and publishing centre.
 - <http://www.finance-journal.ru/> Finance journal.

Educational and methodological materials for student self-studies when mastering the course/module:*

1. Lecture course on Hospitality Industry Economy.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

The assessment toolkit and the grading system for assessing the level of competence (part of competences) formation based on the results of mastering the Hospitality Industry Economy course are presented in the Appendix to this Course Syllabus.

* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

DEVELOPERS:

**Associate Professor, PhD in
Economics**

O.Yu. Zeveke

| | | |
|---|--------------------|---------------|
| _____ Position, Educational Department | _____ Signature | _____ Name |
| _____ Position, Educational Department | _____ Signature | _____ Name |
| _____ Position, Educational Department | _____ Signature | _____ Name |

HEAD OF EDUCATIONAL DEPARTMENT:

Deputy Director for Education

S.Yu. Murtuzalieva

| | | |
|---------------------------------|--------------------|---------------|
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|---------------------------------|--------------------|---------------|

HEAD OF HIGHER EDUCATION PROGRAMME:

**Professor, Doctor habil. in
Economics**

E.S. Bogomolova

| | | |
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|---|--------------------|---------------|