



# Course Syllabus

## 1. Course Title:

Management advances in hospitality

## 2. Academic Level:

Master

## 3. ECTS Credits:

8 ECTS

## 4. Semester:

1, autumn semester

## 5. School/Department:

Higher School of Business

## 6. Location:

43 23-ya Liniya St., Rostov-on-Don

## 7. Instructor:

Prof. Dr. Dmitry Ruban, email: [dmitryruban@sfedu.ru](mailto:dmitryruban@sfedu.ru)

## 8. Language of Instruction:

English

## 9. Course Description:

This course aims at comprehension of the fundamentals of managerial activities. This knowledge is treated both generally and applying to the tourism and hospitality industry. The students will learn about the newest developments in this field.

## 10. Course Aims:

Development of comprehensive vision of the subject.  
Studying the subject in regard to the best world's cases and practices.  
Ability to apply the knowledge to solution of real professional tasks.

### 11. Specific entry requirements (if any):

The main condition for attending is some basic knowledge of economics and management.

### 12. Course Content:

Aspects of management in modern tourism agencies and hotels.

Ideas of G. Hamel, Five-Step Apparatus of General management

Mitigation of managerial failures

From hidden or learning organizations, managerial discretion

### 13. Intended Learning Outcomes:

Full-scale orientation within the subject and ability to act accordingly.

Solution of professional problems.

Ability to set-up advanced entrepreneurial projects.

### 14. Learning and Teaching Methods:

Lectures, seminars

### 15. Methods of Assessment/Final assessment information:

Case tasks, project tasks

Exam

### 16. Reading List:

#### Main reading list.

Management of production quality in international corporations: практикум - Ставрополь: СКФУ, 2016. - 167 с. <http://biblioclub.ru/index.php?page=book&id=459317>

#### Additional reading list.

Мороз В. English for Small Business Management: учебное пособие / В. Мороз - Оренбург: ОГУ, 2012. - 135 с. <http://biblioclub.ru/index.php?page=book&id=259277>

Иванова С. English for advertising business management: учебное пособие / С. Иванова - Оренбург: ОГУ, 2012. - 152 с. <http://biblioclub.ru/index.php?page=book&id=259149>

Мотожанец А. А. Focus on your Master Studies in Economics and Management [Электронный ресурс]: учебное пособие по английскому языку для магистрантов экономических направлений подготовки / Мотожанец А. А., Поленова А. Ю. - Ростов-на-Дону: ЮФУ, 2018. - 136 с. <https://e.lanbook.com/book/125099>