



Course Information					
Code:	GES55001	Course:	HOSPITALITY MANAGEMENT CAPSTONE		
Coordination Area / Program:	DIRECCION DE DOBLE GRADO SIC			Mode: Presencial	
Credits: 03	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 96
	H.Teoria	48	0	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING					

Course Pre-requisites		
Code	Course - Credits	Career
	> 200 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING
	> 160 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING
	> 180 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING
	> 240 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING
	> 210 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INTERNATIONAL BUSINESS - MARKETING
DGB-RESTAUMANAG	RESTAURANT MANAGEMENT	ADM. HOTELERA
FC-HOT MKTESTSE	MARKETING ESTRATÉGICO EN SERVICIOS	ARTE CULINARIO
FC-AD-HOS GSTCONHO	GESTIÓN CONTABLE HOTELERA	ARTE CULINARIO
DGB-STRAHOSMNGM	STRATEGIC HOSPITALITY MANAGEMENT	ADMINISTRACION

FC-ADM EVALPROY	EVALUACIÓN DE PROYECTOS	ARTE CULINARIO - MARKETING - ADM. HOTELERA - GASTR. GEST. REST. - INTERN. BUSINESS - ADM. TURISMO
DGB-HOSPNANGACC	HOSPITALITY MANAGERIAL ACCOUNTING	ADMINISTRACION
FC-HOT ADMOPESE	ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS	GASTR. GEST. REST.
FC-GAS ORGPLAEV	ORGANIZACIÓN Y PLANEACIÓN DE EVENTOS	GASTR. GEST. REST.

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MIRANDA AVILES, KAREM VIVIANA	KMIRANDAA@USIL.EDU.PE		

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
The capstone course is an opportunity for students to demonstrate that they have achieved the goals for learning established by their program. Students are expected to create a hospitality management plan in any specific area that the students prefer in reference to growth, creativity, sales, leadership, and innovation in the field.

At the end of this course the student will be able to:

- To describe the hospitality industry and discuss the day in the life of a front desk clerk
- To explain travel and tourism and discuss partners in hospitality
- To identify and discuss the dynamics of the lodging industry
- To describe the hotel development and choosing the right location
- To discuss and describe the hotel management and operations and basic management
- To evaluate and assess the hospitality and the foodservice industry
- To summarize the historical elements of cooking and the culinary arts
- To analyze and evaluate trends in beverage management and discuss risk management and liquor liability
- To describe and discuss the specialized segments of the hospitality industry
- To evaluate the opportunities in the meetings industry and assess conventions and expositions

General Course Result	Unit Result
At the end of the course, the student develops a final project considering the strategies, marketing plan, and economic and financial analysis, with responsibility and efficiency.	1. At the end of the unit, the student conceptualizes a business related to the hotel industry, defining its competitive strategy, and carrying out an internal and external analysis to identify opportunities and challenges; with responsibility and commitment.
	2. At the end of the unit, the student evaluates the macroeconomic environment and the specific market for the proposed business, analyzing the external environment, competitors and demand; with a focus on strategic and sustainable decision making.
	3. At the end of the unit, the student designs a marketing plan and structures project management for the launch and operation of the business, applying marketing mix strategies and project management tools; with a focus on operational effectiveness and sustainability.

	4. At the end of the unit, the student evaluates the financial and economic situation of the business, considering the financial structure and profitability projections, with the aim of maximizing the return on investment and ensuring long-term viability; with responsibility and efficient resource management.
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Development of activities		
Unit Result 1: <i>At the end of the unit, the student conceptualizes a business related to the hotel industry, defining its competitive strategy, and carrying out an internal and external analysis to identify opportunities and challenges; with responsibility and commitment.</i>		
Session 1: <i>At the end of the session, the student conceptualizes a business related to the hotel industry, defining its competitive strategy, and carrying out an internal and external analysis to identify opportunities and challenges; with responsibility and commitment.</i>		Semana 1 a 3
Learning Activities	Contents	Evidence
- Perform a diagnostic evaluation of prior knowledge through an initial test. - Analyzes generic competitive strategies, through a guided discussion. - Develop empathy maps and business Canvas models to conceptualize a project, through group exercises.	- Introduction to the course. - Generic competitive strategies. - SWOT analysis. - Empathy Map. - Business Canvas Model.	- Workshop 1: Business Definition and Strategic Analysis.
Unit Result 2: <i>At the end of the unit, the student evaluates the macroeconomic environment and the specific market for the proposed business, analyzing the external environment, competitors and demand; with a focus on strategic and sustainable decision making.</i>		
Session 2: <i>At the end of the unit, the student evaluates the macroeconomic environment and the specific market for the proposed business, analyzing the external environment, competitors and demand; with a focus on strategic and sustainable decision making.</i>		Semana 4 a 7
Learning Activities	Contents	Evidence
- Explore the macroeconomic environment using PESTEL analysis, through a group Jamboard. - Identify business indicators, summarizing findings through a spreadsheet. - Segment the target market, presenting the identified segments through a report. - Conduct market research through surveys and interviews. - Evaluate competitors and market forces, through discussion of results in groups.	- PESTEL analysis. - Business Indicators. - Market segmentation. - Market research. - Demand Forecast. - Competitor Analysis and Michael Porter's five forces.	- Advance 01 of the final project.
Unit Result 3: <i>At the end of the unit, the student designs a marketing plan and structures project management for the launch and operation of the business, applying marketing mix strategies and project management tools; with a focus on operational effectiveness and sustainability.</i>		
Session 3: <i>At the end of the session, the student designs innovative marketing strategies to promote their business in the hospitality industry, effectively.</i>		Semana 8 a 9
Learning Activities	Contents	Evidence
- Develop a marketing plan, integrating marketing mix strategies, through a collaborative project.	- Marketing Plan and Marketing Mix.	- Advance 02 of the final project.
Session 4: <i>At the end of the session, the student applies project management tools to plan and execute projects within the hospitality business considering process flow diagrams, with a focus on sustainability and social responsibility.</i>		Semana 10 a 11
Learning Activities	Contents	Evidence
- Apply Project Management principles in the planning of a hotel project, through a Gantt chart. -	- Project management. - Process flow diagrams, facility layout design. - Social Responsibility and	- Workshop 2: Global code of ethics for tourism. - Advance 03 of the final project.

Design process flow diagrams to optimize operations, through process mapping tools. - Evaluates the environmental impact of proposed projects, through a guided discussion.	Environmental Impact. - Global ethical code for tourism.	
Unit Result 4: <i>At the end of the unit, the student evaluates the financial and economic situation of the business, considering the financial structure and profitability projections, with the aim of maximizing the return on investment and ensuring long-term viability; with responsibility and efficient resource management.</i>		
Session 5: <i>At the end of the session, the student evaluates the financial situation and investment structure of the business through financial viability, with precision and commitment.</i>		Semana 12 a 13
Learning Activities	Contents	Evidence
- Analyzes the financial structure of the business, using spreadsheets to present its results. - Prepare budgets and income forecasts, through spreadsheets.	- Financial analysis. - Working capital - Investment structure. - Budget and Income Forecast.	- Advance 04 of the final project.
Session 6: <i>At the end of the session, the student performs an economic evaluation of the business, applying financial and economic models to make informed decisions; with a responsible business approach.</i>		
Session 6: <i>At the end of the session, the student performs an economic evaluation of the business, applying financial and economic models to make informed decisions; with a responsible business approach.</i>		Semana 14 a 16
Learning Activities	Contents	Evidence
- Prepare the financial statements of the project, through spreadsheets. - Apply CAPM models to evaluate investments, through a practical workshop. - Analyzes the viability of the project by calculating the NPV and IRR, through financial formulas.	- Financial statements. - Economic evaluation. - CAPM model. - NPV and IRR analysis.	- Creditable product: presentation and exhibition.

Methodology
<p>The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: The course methodology is based on collaborative, content, participatory and competency-based learning, according to the results of each session.</p> <p>The aim is to achieve content learning through a collaborative process between the students of the course and the teacher. The indicated methodologies will be used to develop the course in person.</p>

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Continuous Assessment	60%			
Talleres	60%			
Taller 1	50%		Semana 3	No
Taller 2	50%		Semana 10	No
Promedio de Avances	40%			
Avance 1	25%		Semana 7	No
Avance 2	25%		Semana 9	No
Avance 3	25%		Semana 11	No
Avance 4	25%		Semana 13	No
Evaluación Final	40%		Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

Basic Required Reading
<p>[1] Ninemeier, Jack D. (2005). <i>Hospitality operations : careers in the world's greatest industry</i> /. Pearson/Prentice Hall,.</p> <p>[2] Olsen, Michael D. (2014). <i>Strategic management in the hospitality industry</i> /. (3rd ed.). Pearson,.</p> <p>[3] Reid, Robert D., (2017). <i>Hospitality marketing management</i> /. (6th ed.). John Wiley & Sons, Inc.,.</p>

References Supplementary
<p>[1] Fitzsimmons, James A. (2014). <i>Service management : operations, strategy, information technology</i> /. (8th ed.). McGraw-Hill,.</p> <p>[2] PMI (2017). <i>A guide to the project management body of knowledge (PMBOK guide)</i>. (6th ed.). Project Management Institute, Inc.,.</p> <p>[3] Schmidgall, Raymond S. (2006). <i>Hospitality industry financial accounting</i>. (3). Educational Institute.</p> <p>[4] Schmidgall, Raymond S. (2002). <i>Restaurant financial basics</i>. John Wiley & Sons.</p> <p>[5] Organización Mundial del Turismo (2001). <i>Código ético mundial para el turismo</i> /. OMT,.</p>

Prepared by:	Approved by:	Validated by:
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Date: 15/07/2024	Date: 19/07/2024	Date: 14/08/2024