

■ **TECHNOLOGY MANAGEMENT IN HOSPITALITY** by Michael Hartmann

UNIT DESCRIPTION

The course is specifically designed for future leaders in the hospitality market. The provisioning of profound know-how for strategically applied technology is essential to survive in a highly competitive market with ever stronger shareholders.

This course will be split up into two major topics:

1. The creative power of technology – the third wave
2. The entrepreneurial and strategic application of technology.

1. The creative power of technology – the third wave

The objective is to get an overview about the basic infrastructural and technological components needed to run a hotel. Specifically the course will provide analytical tools allowing you to learn about the various stages, characteristics and drivers of technological change. You learn how technological breakthroughs and innovations could impact the business.

Beyond the theoretical framework, you will get a comprehensive overview about “state of the art” applied hotel technology as well as an outstanding compendium about innovative scenarios to come in a networked and sustainable environment.

2. The entrepreneurial and strategic application of technology

The objective is to acquire the basic analytical tools of Entrepreneurship and understand the various milestones – and associated challenges – of the entrepreneurial process.

Specifically, the course will cover all the steps from technology planning, budgeting, cost of ownership, legal framework and changing business models. Concepts will be presented in detail. Beyond the theoretical framework, you will also learn through analyses of real-life entrepreneurial case studies.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Understand technology and infrastructure.

Competencies

- Recognize characteristics and drivers of change in order to make the right decisions.

Mindset

- Use technology as a strategic vehicle to create new business opportunities.

METHODOLOGY

- Interactive lecture-discussions, interactive participation and group works, practical exercises.