

Course Title	CHANGE AND CRISIS MANAGEMENT IN THE HOTEL INDUSTRY
Course Code	MGT 423
Course Purpose and Objectives	The purpose of this course is to provide advanced knowledge on the crisis and change management processes and explain their complexity in the hotel industry. Students will learn the importance of being supportive to inevitable changes; develop a better understanding of the different aspects of crisis and change and use problem solving skills to support employees through crisis or change programmes. Students will be able to take initiative in making things happen, lead and cope with organizational crisis and changes in the hotel industry.
Learning Outcomes	<ol style="list-style-type: none"> 1. Discuss the complexities of the management of crisis and change in the hotel industry. 2. Critically evaluate the aspects of managing crisis and change and discuss how a hotel unit can effectively develop and manage the crisis and change processes. 3. Evaluate the different methods available for initiating and effectively implementing organisational change and communicating the crisis situation. 4. Analyse change management styles techniques and identify threats and investigate hotel' practices in real life situations. 5. Develop techniques on how to lead hotel employees through uncertainty.
Course Content	<ul style="list-style-type: none"> • Crisis and change management in the hotel industry • Organizational crisis' sources, strategic planning and assessing in the hotel industry • Taking action and crisis communication in the hotel industry • Organizational learning and pillars of hotel business continuity • Strategic change process and approaches to manage organizational change in the hotel industry • Effects of change and stress at work • Building change capability withing organization • Change leadership and the change agent in the hotel industry