Syllabus

Establishing a customer-centric hotel business

Instructors: Prof. Elena K. Panteleeva, Andrey V. Boyko

1. Course Description
   a. Establishing a customer-centric hotel business
   b. Pre-requisites: Strategic Management, Marketing Management
   c. Course Type: compulsory
   d. Abstract: In a fast-changing business environment companies need to rethink their business models and redefine their relationships with their customers. Since customer is the main source of companies’ revenue every hotel should position their customers at a center of its business. This means hotels should understand their customers’ needs and preferences and be able to offer them not only new services but also staging memorable experiences. This course will cover few basic aspects of customer-centric approach. First, we will discover the phenomena of customer-centricity and consider how this approach is realized by hotel industry players. Second, we will address the issues how to gain customer understanding and use this information and knowledge in a development of customer-centric strategy. Third, we will discuss how hotels might create a customer-centric culture. Special attention will be paid to an assessment of different outcomes of the implementation of customer-centric approach.

2. Learning Objectives: The main goal of this course is to develop a complex representation of basic principles of customer-centricity in hotel industry and provide students with a ‘toolbox’ applicable for the implementation of customer-centric approach in hotel business.

3. Learning Outcomes: The student is supposed to:
   • Know the essence of fundamental theoretical concepts of customer-centricity and customer loyalty;
   • Be able to develop customer value for the target segments;
   • Be able to assess the companies against a customer-centric maturity model;
   • Gain skills of customer experience mapping in hotel industry.

4. Course Plan:

<table>
<thead>
<tr>
<th>№</th>
<th>Topic</th>
<th>Total amount of hours</th>
<th>Classroom activities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Lectures</td>
</tr>
</tbody>
</table>
5. Reading List
   a. Required
   b. Optional

   6. Grading System
   1. Failed
   2. Failed
   3. Failed
   4. Pass standing
   5. Pass standing
6 Good
7 Good
8 Excellent
9 Excellent
10 Excellent

7. Guidelines for Knowledge Assessment

<table>
<thead>
<tr>
<th>Type of testing</th>
<th>Form of testing</th>
<th>Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current (week)</td>
<td>Homework</td>
<td>Group project included oral presentation and written project materials (10 pages)</td>
</tr>
<tr>
<td></td>
<td>assignment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>In-class</td>
<td>Assignments on 3 values model, customer-centricity maturity model, TCE</td>
</tr>
<tr>
<td></td>
<td>discussions</td>
<td></td>
</tr>
<tr>
<td>Final</td>
<td>Quiz</td>
<td>80-min. test</td>
</tr>
</tbody>
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OCourse = k1•01intermediate + k2•0final,

Where k1=0,7; k2=0,3 respectively,

01intermediate - is a grade for individual participation during the course, which is calculated by the following formula:

01intermediate = k1•01 + k2•02,

01 - is a grade for participation in-class discussions;
02 - is a grade for participation in the group project;

k1=0,4; k2=0,6 respectively.

8. Methods of Instruction

Lectures, projects, self-study, in-class discussions (articles, cases, and other assignments)