

Assignment Guidelines:

Submission Format:

Font: Times New Roman, Size 12, Double Spaced Word

Count: 4000–5000 words

Submission Deadline: 1st April 2026

Assessment Criteria:

Depth of Knowledge (20%)

Critical Analysis (20%)

Application of Theory (20%)

Real-World Relevance (20%)

Adherence to APA Formatting Guidelines (20%)

Mandatory Sections:

Title Page

Table of Contents

Abstract

Introduction Literature

Review Methodology

Findings

Discussion

Conclusion

References

Appendices

Assignment 1: Strategic Operations Management in the Hospitality Industry

Question:

- How can strategic operations management contribute to competitive advantage in the hospitality industry? Discuss key operational strategies such as process optimization, service quality management, and inventory control that can be used by hospitality businesses to enhance guest satisfaction and profitability. Provide examples from leading hospitality organizations.
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Assignment 2: Lean Management and Efficiency in Hospitality Operations

Case Study:

- Examine the implementation of lean management principles at *Hilton Hotels*. How did Hilton streamline its operations and reduce waste while maintaining high-quality service standards? Analyze the impact of lean practices on cost reduction, operational efficiency, and customer satisfaction in the hospitality context.
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Assignment 3: Technology Integration and Innovation in Hospitality Operations

Question:

- How has technology transformed operations management in the hospitality industry? Discuss the role of innovations such as property management systems (PMS), artificial intelligence, and automation in improving operational efficiency, guest experience, and cost management. Provide examples of hospitality businesses that have successfully integrated technology to optimize their operations.