**MAKERERE UNIVERSITY**

**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF COMPUTING AND INFORMATICS**

**DEPARTMENT OF INFORMATION SYSTEMS**

**ACADEMIC YEAR 2025/2026**

**COURSE OUTLINE**

**PROGRAM: BACHELOR OF LEISURE EVENTS & HOSPITALITY MANEGEMENT**

**COURSE: APPLIED IT YEAR OF STUDY: III**

**COURSE CODE: BUC3135 SEMESTER: ONE**

**COURSE UNITS: 4**

**FACILITATORS: ASSOC. PROF. SAM DAWA; DR NAMAKULA SARAH; MR. BAGOOLE LATIF ABDUL**

**Course Objectives**

1. **To understand the role of IT in hospitality.**

Appreciate how IT enhances operational efficiency and guest satisfaction in hotels, travel services and restaurants.

1. **To operate Hospitality Management Systems (HMS).**

Gain hands on experience with Property Management Systems (PMS), Point of Sale (POS) systems and Customer Relationship Management (CRM) tools.

1. **Use Social Media & Digital Marketing tools**. Leverage platforms like Instagram, Facebook and Google Ads to promote hospitality services.
2. **Explore emerging technologies in Hospitality.**

Understand trends like Artificial intelligence (AI), Internet of Things (IoT), blockchain and virtual reality in enhancing guest experiences

1. **Ensure Cybersecurity & Data Privacy Compliance**
2. **Apply Data Analytics for Decision Making**

Analyze hospitality data such as guest feedback, revenues for decision making

**Learning Outcomes**

By the end of the course, students will be able to:

1. Explain the role of IT systems in streamlining hospitality operations; over and above recommend IT solutions to improve operational efficiency in a given hospitality scenario (e.g. reduce check-in-time).
2. Operate industry-standard hospitality software for reservations, check-ins, inventory and customer management as well as identifying key components of PMS, POS, CRM systems
3. Implement digital marketing strategies using social media, email campaigns for marketing and communication.
4. Assess the potential influence of emerging technologies (AI chatbots, IoT, blockchain) on guest experience in the hospitality sector.
5. Understand data privacy, cybersecurity, and ethical issues of IT in hospitality IT.
6. Analyze hospitality industry data to support data-informed business strategies.

**Module Outline & Duration**

**Week 1-2: Introduction to IT in Hospitality**

**Overview of IT in the Hospitality Sector**

* What is information technology?
* The Hospitality information technology ecosystem
* Why IT matters in hospitality
* Challenges of IT in hospitality
* A brief history of hospitality IT
* Digital transformation in hospitality
* Current trends
* Emerging trends
* Opportunities and risks

**Week 3-5 Basic Computer Skills**

* File management and cloud storage (Google Drive, OneDrive)
* Word processing and spreadsheet basics (MS Word, Excel)

**Week 6-8: Introduction to Hotel Management Software**

* Introduction to PMS (e.g., Opera, Cloudbeds)
* Guest check-in/check-out
* Room inventory and rate management
* Report generation and analytics e.g. Analyzing customer data and operational metrics to inform business decisions

**Week 9-10: Online Booking and Reservation Systems**

* Channel managers and online travel agencies (OTAs)
* Booking engines and third-party integrations (e.g., Booking.com, Expedia, Google Flights)
* Managing overbooking and rate parity

**Week 11: Digital Marketing in Hospitality**

Online marketing strategies for hospitality businesses

* Social media marketing and selling experiences via (Facebook, Instagram, TikTok,Watsup)
* Email marketing and CRM tools (Mailchimp, HubSpot)
* Reputation management and online reviews (TripAdvisor, Google Reviews)

**Week 12: Cybersecurity and Data Protection**

* Securing guest data in hotels (GDPR and data protection principles)
* Cybersecurity: Basic cybersecurity concepts (phishing, passwords, software updates). Protecting hospitality businesses from cyber threats and data breaches.

**Week 13: E-Commerce**

* Importance of e-commerce in hotels, resorts, restaurants and travel
* Virtual tours (360 degree videos, AR/VR) to show case properties
* Voice search optimization (Alexa, Google Assistant) for travel queries

**Practical on use cases for Student projects**

* Hands-on simulations with PMS or POS systems (demo software)
* Group project: Simulate managing a small hotel digitally

**Mode of Delivery**

* Lectures 50%
* Practicals 50%
* Group/ Class discussions

**Mode of Assessment**

* Course work 30%
* End of semester examination 70%

**References**

* <http://scarletconnect.com/blog/how-many-types-of-software-are-used-in-the-hotel-indurstry/>
* http://www.tealhq.com/software/hospitality-manager

**A list of some free cloud platforms to login and experience.**

1. http://otasync.me/
2. http://nobeds.app
3. http://hotelbee.co
4. http://www.ezeefrontdesk.com/