

Hospitality Management and Leadership (HAMG 2305) Online



Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment:

<http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx>

Course Description

This course is a study of management and leadership in the hospitality industry with an emphasis on management philosophy, policy formulation, communications, motivation and team building. *This course is time-bound, structured, and completed totally online.*

Required Textbook and Materials

Text, Introduction to Management in the Hospitality Industry 9th ed.
Tom Powers and Clayton Barrows, Wiley Publishing
ISBN 978-0-471-78277-3

Course Objectives

Upon completion of this course, the student will be able to:

1. Identify and analyze various styles of leadership (SCANS:C5.4, F8.4, F9.4).
2. Describe the relationship among mission, goals and objectives.(SCANS: F6.4, F12.4)
3. Identify components of problem solving and relate them to specific situations.(SCANS: F8.4, F12.4)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its research, the Commission determined that "workplace know-how" consists of two elements: foundation skills and workplace competencies.

Course Outline

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| A. Introduction | 2. The Manager's Role in the Hospitality Industry |
| 1. Introduction of faculty and students | 3. Why Study in a Hospitality Management Program? |
| 2. Review Syllabus | 4. Planning a Career |
| 3. Review Class Policies | 5. Employment as an Important Part of Your Education |
| 4. Review Group Project Assignment | |
| B. The Hospitality Industry and You | |
| 1. What is Hospitality Management? | |

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6. Getting a Job
7. Employment at Graduation
8. Goals and Objectives: The Strategy of Job Placement
9. The Outlook for hospitality
- C. Forces Affecting Growth and Change in the Hospitality Industry
 1. Managing Change
 2. Demand
 3. Supply
 4. Workforce Diversity
 5. The Impact of Labor Scarcity
- D. The Restaurant Business
 1. The Varied Field of Food Service
 2. The Restaurant Business
 3. The Dining Market and Eating Market
 4. Contemporary Popular –Priced Restaurants
 5. Restaurants as Part of a Larger Business
- E. The Restaurant Operations
 1. Restaurant Operations
 2. Making a Profit in Food Service Operations
 3. Keeping the Score in Operations: Accounting Statements and Operating Ratios
 4. Life in the Restaurant Business
- F. Restaurant Industry Organization: Chain, Independent or Franchise?
 1. Chain Restaurant Systems
 2. Independent Restaurants
 3. Franchised Restaurants
- G. Competitive Forces in food Service
 1. Competitive Conditions in Food Service
 2. The Marketing Mix
 3. Competition with Other Industries
- H. On-Site Food Service
 1. Self-Operated Facilities
 2. Managed-Services Companies
 3. Business and Industry Food Service
 4. College and University Food Service
 5. Health Care Food Service
 6. School and Community Food Service
 7. Other Segments
 8. Vending
- I. Issues Facing Food Service
 1. Consumer Concerns
 2. Food Service and the Environment
 3. Technology
- J. Lodging: Meeting Guest Needs
 1. The Evolution of Lodging
 2. Classifications of Hotel Properties
 3. Types of Travelers
 4. Anticipating Guest Needs in Providing Hospitality Service
 5. Service, Service, Service
- K. Hotel and Lodging Operations
 1. Major Functional Departments
 2. The Rooms Side of the House
 3. Hotel Food and Beverage Operations
 4. Staff and Support Departments
 5. Income and Expense Patterns and Control
 6. Entry Ports and Careers
- L. Forces Shaping the Hotel Business
 1. The Economics of the Hotel Business
 2. Dimensions of the Hotel Investment Decision
- M. Competition in the Lodging Business
 1. The Conditions of Competition
 2. The Marketing Mix in Lodging
 3. Product in a Segmented Market
 4. Price and Pricing Tactics
 5. Place and Places
 6. Promotion: Marketing Communication
- N. Tourism: Front and Center
 1. The Importance of Tourism
 2. Travel Trends
 3. The Economic Significance of Tourism
 4. The United States as an International Tourist Attraction
 5. Businesses Serving the Traveler
 6. Noneconomic Effects of Tourism
- O. Destinations: Tourism Generators
 1. Motives and Destinations
 2. Mass-Market Tourism
 3. Planned Play Environments
 4. Casinos and Gaming
 5. Urban Entertainment Centers
 6. Temporary Attractions: Fairs and Festivals

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7. Natural Environments
8. On a lighter Note
- P. Management: A New Way of Thinking
 1. Management and Supervision
 2. The Economizing Society
 3. The Managerial Revolution
 4. Management: A Dynamic Force in a Changing Industry
 5. What is Management?
- Q. Planning in Hospitality Management
 1. Why Study Planning?
 2. Planning in Organizations
 3. Goal Setting
 4. Planning in Operations
 5. The Individual Worker as Planner
 6. Long-Range Planning Tools
- R. Organizing in Hospitality Management
 1. Authority: The Cement of Organizations
 2. Departmentalization
 3. Line and Staff
 4. Issues in Organizing
- S. Staffing: Human Resources Management In Hospitality Management
 1. Issues in Human-Resources Management
 2. Fitting People to Jobs
3. Recruiting
4. Selection and Employment
5. Training
6. Retaining Employees
7. Staff Planning
- T. Control in Hospitality Management
 1. The Importance of Control
 2. Control and the “Cybernetic Loop”
 3. Tools for Control
- U. Leadership and Directing in Hospitality Management
 1. Leadership as Viewed by Social Scientists
 2. Why People Follow
 3. Leadership Theories
 4. Communication
 5. The Elements of Leading and Directing
 6. Developing Your Own Leadership Style
- V. The Role of Service in the Hospitality Industry
 1. A Study of Service
 2. Rendering Personal Service
 3. Managing the Service Transaction
 4. How Companies Organize for Service

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

Homework	50%
Projects Discussions	25%
Chapter Tests	15%
Final Exam	10%

The instructor will respond to e-mail and voice mail communication within 24 hours Monday through Friday. Assignment grades will be published within 48 hours of the assignment due date. The instructor will log into the course and have online office hours 5:00-6:00 p.m., in the course “Chat Common Room” on Wednesdays.

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Course Requirements

1. The student will follow each step in the weekly learning module during the assigned week.
2. The student will post weekly, online responses to weekly student-to-student and student-to-instructor discussions centered on the “Introduction to Management In the Hospitality Industry” chapter discussions. Due dates for these assignments are shown on the course calendar and in the learning modules.
3. The student will complete the online chapter tests by the due dates shown on the course calendar.
4. The student will post weekly written assignments according to the directions within each assignment. The due dates for assignments are shown on the course calendar and in the assignment instructions.
5. Students will take a Final Exam for the course during the assigned time frame.

Course Policies

1. You must log onto Blackboard and access this course a minimum of three times per week.
2. Cheating of any kind will not be tolerated.
3. If you wish to drop a course, the student is responsible for initiating and dropping the course. If you stop logging-in to the course and do not complete the course drop process, then you will receive an “F” grade for the course
4. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.

Technical Requirements

For an online course we recommend the following minimum technical requirements:

Operating System	Windows XP or Vista, MAC OS 10.4 or higher	
Processor	1 GHz or higher	
Memory	256 MB of RAM. If running Vista: 512 MB of RAM	
Hard Drive Space	500 MB free disk space	
Browsers	<u>Windows:</u> Supported: <ul style="list-style-type: none"> • Internet Explorer 6.0 • Internet Explorer 7.0 • Firefox 2.0 Unsupported Browsers: <ul style="list-style-type: none"> • Internet Explorer 8 • Firefox 3.0 	<u>MAC OS 10.4, 10.5:</u> Supported: <ul style="list-style-type: none"> • Safari 3.0 • Safari 3.1 • Firefox 2.0 Unsupported Browsers: <ul style="list-style-type: none"> • Safari 3.2 • Firefox 3.0
	NOTE: Cookies, Java, and JavaScript must be enabled. Pop-up blockers should be configured to permit new windows from LIT Click here to check your browser.	
Browser Plug-ins	In addition to the minimum system requirements needed to access Blackboard, you may also need additional browser plug-ins to view some of the content.	

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	Common plug-ins include: <ul style="list-style-type: none"> • Adobe Acrobat • Adobe Flash Player • Quicktime • Windows Media Player
Internet Connection	Broadband (cable or DSL) connection required
Additional Software	You should be running the most recent version of Java .

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the online resource:

<http://www.lit.edu/depts/stuserv/special/defaults.aspx>

Course Schedule

Week	Topic	Reference
1	<u>Learning Module Week 1</u> <ul style="list-style-type: none"> • Orientation • Personal Bio. Discussion Prompt • Chapter 1 – The Hospitality Industry and You • Lecture Slide Ch. 1 • Discussion prompt Chapter 1 	Text pages 1 – 32 Online Learning Module Week 1
2	<u>Learning Module Week 2</u> <ul style="list-style-type: none"> • Chapter 2 – Forces Affecting Growth and Change in the Hospitality Industry • Chapter 2 Lecture Slides • Chapter 3 The Restaurant Business • Chapter 3 Lecture Slides • Week 2 Discussion • Week 2 assignment 	Text pages 33 – 99 Online Learning Module Week 2
3	<u>Learning Module Week 3</u> <ul style="list-style-type: none"> • Chapter 4 – Restaurant Operations • Chapter 4 – Lecture Slides • Chapter 5 – Restaurant Industry Organization • Chapter 5 - Lecture Slides • Week 3 Discussion • Week 3 Assignment 	C Text pages 101 – 160 Online Learning Module Week 3
4	<u>Learning Module Week 4</u> <ul style="list-style-type: none"> • Chapter 6 – Competitive Forces in Food Service 	Text pages 161- 188 Online Learning

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	<ul style="list-style-type: none"> • Chapter 6 – Lecture Slides • Week 4 Discussion • Week 4 Assignment 	Module Week 4
5	<u>Learning Module Week 5</u> <ul style="list-style-type: none"> • Chapter 7 – On-Site Food Service • Chapter 7 – Lecture Slides • Chapter 8 – Issues Facing Food Service • Chapter 8 – Lecture Slides • Week 5 Discussion • Week 5 Assignment 	Text pages 189 – 263 Online Learning Module Week 5
6	<u>Learning Module Week 6</u> <ul style="list-style-type: none"> • Food Service Review (Chapters 3 – 8) • Test – Food Service (Chapters 3 – 8) • Chapter 9 - Lodging: Meeting Guest Needs • Chapter 9 – Lecture Slides • Week 6 Discussion • Week 6 Assignment 	Text pages 267 – 300 Online Learning Module Week 6
7	<u>Learning Module Week 7</u> <ul style="list-style-type: none"> • Chapter 10 - Hotel and Motel Operations • Chapter 10 – Lecture Slides • Chapter 11- Forces Shaping the Hotel Business • Chapter 11 – Lecture Slides • Week 7 Discussion • Week 7 Assignment 	Text pages 301 – 364 Online Learning Module Week 7
8	<u>Learning Module Week 8</u> <ul style="list-style-type: none"> • Chapter 11 Forces Shaping the Hotel Business Cont. • Chapter 11 – Lecture Slides • Chapter 12 – Competition in the Lodging Business • Chapter 12 – Lecture Slides • Week 8 Discussion • Week 8 Assignment 	Text pages 354 – 412 Online Learning Module Week 8
9	<u>Learning Module Week 9</u> <ul style="list-style-type: none"> • Lodging Review • Lodging Exam 	Text pages 267 – 412 Online Learning Module Week 9
10	<u>Learning Module Week 10</u> <ul style="list-style-type: none"> • Chapter 13 – Tourism: Front and Center • Chapter 13 – Lecture Slides • Chapter 14 – Destinations: Tourism Generators 	Text pages 415 – 498 Online Learning Module Week 10

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	<ul style="list-style-type: none">• Chapter 14 – Lecture Slides• Week 10 Discussion• Week 10 Assignment• Tourism Review	
11	<u>Learning Module Week 11</u> <ul style="list-style-type: none">• Tourism Assessment Ch 13 - 14• Chapter 15 – Management: A New Way of Thinking• Chapter 15 – Lecture Slides• Chapter 16 – Planning• Chapter 16 - Lecture Slides• Week 11 Discussion• Week 11 Assignment	Text pages 501 – 553 Online Learning Module Week 11
12	<u>Learning Module Week 12</u> <ul style="list-style-type: none">• Chapter 17 – Organizing• Chapter 17 – Lecture Slides• Chapter 18 – Staffing• Chapter 18 – Lecture Slides• Week 12 Discussion• Week 12 Assignment	Text pages 554 – 606 Online Learning Module Week 12
13	<u>Learning Module Week 13</u> <ul style="list-style-type: none">• Chapter 19 – Controlling• Chapter 19 – Lecture Slides• Chapter 20 – Leading and Directing• Chapter 20 – Lecture Slides• Week 13 Discussion• Week 13 Assignment	Text pages 607 – 644 Online Learning Module Week 13
14	<u>Learning Module Week 14</u> <ul style="list-style-type: none">• Management Functions Review• Chapter 21 – The Role of Service in the Hospitality Industry• Chapter 21 – Lecture Slides• Week 14 Discussion• Week 14 Assignment	Text pages 645 – 671 Online Learning Module Week 14
15	<u>Learning Module Week 15</u> <ul style="list-style-type: none">• Assessment – Management Functions Review• Course Review	Text Online Learning Module Week 15 Review all prior Learning Modules
Exam	<u>Final Exam</u>	Final Exam
