

COURSE OUTLINE
Thomas Mayburry
5/17/2007

DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Hospitality Management
COURSE NUMBER:	HMG 302
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor.
COURSE DESCRIPTION:	This is a survey class consisting of a study of management theories, functions, methods, and concepts applied to hospitality settings.

STUDENT LEARNING OUTCOMES:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.
3. Critical Thinking and Problem Solving - This course requires students to critically analyze functions of management and organizational behavior theory as well as explore historical perspectives and current trends in management.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and

from peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.

5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read assigned each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.
6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks. Students in this course will utilize technology to view lectures, take tests, and submit assignments via Blackboard.

PROGRAM OUTCOMES ADDRESSED:

3. Describe a business philosophy
4. Utilize computer technology
5. Describe the building of a brand positioning statement
8. Manage and implement daily operations of a hospitality enterprise
9. Demonstrate a competency in understanding and executing human resource policy and practices consistent with organization objectives and third party regulatory entities.
10. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
11. Apply basic principals of management and leadership and also recognize diversity of cultural influences and values

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able to:

1. Trace and explain the development of management thinking through the various schools and examine current management thinking.
2. List and discuss various leadership styles used in business, and specifically the hospitality industry, and the assumption underlying these various styles.
3. Explain the traditional functions of management (planning, organizing, directing, and controlling), and explain why a gap exists between them and actual behavior of managers.
4. Describe the types and sources of organizational and personal power, the typical responses to each type of power, and methods to enhance power and build alliances.
5. Explain the four fundamental steps of a continuous-improvement process, and identify and describe tools commonly used in the process.
6. Understand the importance and nature of goal-setting in an organization describe the nature of and need for coaching in today's hospitality organizations, and list guidelines that can help managers handle organizational conflict.
7. Identify forces of change that have made team-building a high priority for many hospitality organizations, and describe the stages a work team goes through during its development.
8. Explain the ways in which the workforce is changing and how it is becoming more diverse.
9. Apply the principles of moral reasoning and development in making ethical decisions.
10. Work effectively on a team for successful completion of a project through identification of personal strengths and development of an appreciation for the strengths of others, regardless of their role on the team.

REVISED BY:
DATE: 5/17/2007

