

**Professional Alliances**  
**HMG T 2308**  
**Fall 2014**

<b>Instructor</b>	Lynda Dias	<b>Class Number</b>	
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<b>Phone</b>	718.260.5644	<b>Location</b>	
<b>Office</b>	225B	<b>Time</b>	
<b>Office Hours</b>		<b>Class Hours</b>	2 hours
		<b>Lab Hours</b>	0
		<b>Credits</b>	2 credits

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**Course Description**

The critical role of networking in the hospitality industry and its relation to individual professional development and career goals are explored. Focus on interviewing techniques, preparation of resume and cover letter, development of e-portfolio, and the essentials of business etiquette.

**Course Objectives**

Upon completion of HMG T 2308, students will be able to

- Identify professional career goals and develop a career plan
- Develop professional career documents: cover letter, résumé, online profile and business appropriate correspondence
- Define and apply business ethics, etiquette and professional image
- Describe and practice interviewing skills
- Describe and practice networking skills

<b>Student Learning Outcomes</b>	<b>Method of Assessment</b>
a. Develop and refine career goals and career plan (Gen Ed: Professional/Personal development)	Written assignments & class participation
b. Write and evaluate professional career documents (Gen Ed: Communication)	OpenLab Written assignments & class participation
c. Explain and demonstrate business ethics, etiquette and professional image (Gen Ed: Professional/Personal development)	Class participation & final presentation
d. Demonstrate interviewing skills (Gen Ed: Communication)	Written assignments, class participation, & final presentation
e. Demonstrate networking skills (Gen Ed: Communication)	Written assignments, class participation & final presentation

**Prerequisites**

HMG T 1105 & HMG T 1202

## Grading Procedure

Written assignments	<b><u>50 %</u></b>
<i>Career Plan</i>	15%
<i>Résumé on OpenLab</i>	15%
<i>Cover letter on OpenLab</i>	10%
<i>Professional thank you letter</i>	5%
<i>Professional organization membership memo</i>	5%
Class participation	<b>30 %</b>
Final presentation	<b><u>20 %</u></b>
	<b>100%</b>

## Required Text

Selected readings will be assigned

## Suggested Texts and Readings

Professional journals, newspapers, magazines related to work as it pertains to the area of concentration to further career goals.

The following recommended readings are accessible through the Ursula C. Schwerin Library at City Tech:

*Cornell Quarterly*  
*Food Arts*  
*Hotel & Motel Management*  
*Journal of Hospitality & Tourism Research*  
*Lodging*  
*The New York Times*  
*Restaurant Hospitality*  
*Restaurant & Institutions*  
*Restaurant Business*  
*The Wall Street Journal*

## Attendance Policy

The department policy for attendance follows the rules printed in the college catalog (page 30):  
“A student may be absent without penalty for up to 10% of the number of scheduled class meetings during the semester.

Lecture classes meeting 1 time/week for 15 weeks: 2 allowable absences

Lecture classes meeting 1 time/week for 5 or 7 weeks: 1 allowable absence

Laboratory classes meeting 1 time/week for 15 weeks: 1½ allowable absence

Every lateness (up to 10 minutes after the scheduled start time) equals ½ absences. As stated in the college catalog, “If a student’s class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of ‘WU’ may be assigned.”

New York City College of Technology, CUNY  
Department of Hospitality Management

**Class Meeting Schedule**

<i>Date</i>	<i>Topic</i>	<i>Assignments Due</i>
	<i>Week 1 Introduction to professional alliances</i>	
	<i>Week 2 Career goal setting and career planning</i>	<i>Professional organization membership memo</i>
	<i>Week 3 Identification of professional skills</i>	<i>Career plan draft 1 due</i>
	<i>Week 4 Professional image and personal branding</i>	<i>Personal SWOT due</i>
	<i>Week 5 Résumé development</i>	<i>Personal pitch due</i>
	<i>Week 6 Résumé development</i>	<i>Résumé draft 1 due</i>
	<i>Week 7 Cover letters</i>	<i>Résumé draft 2 due</i>
	<i>Week 8 Professional correspondence</i>	<i>Cover letter draft due</i>
	<i>Week 9 Introduction to the job search process</i>	<i>Job listing due</i>
	<i>Week 10 Networking strategies</i>	<i>Résumé and Cover letter posted on OpenLab</i>
	<i>Week 11 The interview process</i>	<i>Network file due</i>
	<i>Week 12 Interviewing techniques</i>	<i>Interview prep due</i>
	<i>Week 13 Networking and social media</i>	<i>Professional thank you letter</i>
	<i>Week 14 Business ethics and etiquette</i>	<i>Career plan due</i>
	<i>Week 15 Professional career e-portfolio presentation</i>	<i>Final presentations</i>

## **HM Department Mission and Statement of Academic Integrity**

### **MISSION STATEMENT**

The mission of the hospitality management department of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission the department will:

- offer a comprehensive applied management curriculum;
- provide students with the necessary professional and communications skills for successful careers;
- foster an understanding of social responsibility through involvement in community service.

### **NYC COLLEGE OF TECHNOLOGY POLICY ON ACADEMIC INTEGRITY**

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College policy on Academic Integrity may be found in the catalog.

### **STATEMENT ON PLAGIARISM**

As stated in the college catalog, “plagiarism is the act of presenting another person’s ideas, research, or writings as your own.” Plagiarism will not be tolerated.

### **STATEMENT OF CLASSROOM BEHAVIOR**

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem---free of fear, humiliation, intimidation, offensive or suggestive language.

### **USE OF ELECTRONIC DEVICES**

As stated in the Student Handbook, the use of cellular phones and audio equipment in all academic and study areas of the college are prohibited. Cellular phones, beepers, pagers, iPods, etc. must be turned off during class sessions. Students are not permitted to take calls or text message during class or to leave the classroom during scheduled class time to conduct a conversation. Students may not use their cell phones as calculators.

### **ORAL PRESENTATION STYLE STATEMENT:**

The hospitality management department has developed a standardized format for all oral presentations. Refer to oral presentation rating form and *Effective Speaking Guidelines*.

### **WRITING STYLE STATEMENT**

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association, 5<sup>th</sup> edition as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.

Unless otherwise instructed, all papers are to be simply bound with a staple in the upper left-hand corner. No report covers are to be used. All papers must be computer generated, double-spaced on white bond or computer paper (8½ " x 11" with no holes), standard margins (1" top x 1" bottom x 1" left x 1" right), Courier or Times Roman typeface, 12 points. Correct spelling, sentence structure and grammatical construction are expected. Proofreading is a given!

Standard title (cover) page must include assignment name centered on the title page; one double space below, type student’s name; one double space below, type course title / section number; one double space below, type instructor’s name; one double space below, type due date; all entries are centered under assignment name. Exceptions to standardized format: Memoranda follow a standard memo format. Internship reports must be spiral bound.

Revised 12/2012 es