

**Perspectives in Hospitality Management  
HMGT 1101  
Fall 2017**

<b>Instructor</b>	<b>Dr. Amit Mehrotra</b>	<b>Course Section</b>	<b>E500</b>
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<b>Phone</b>	<b>718-260-5635</b>	<b>Time</b>	<b>6:00-8:30</b>
<b>Office</b>	<b>N 200</b>	<b>Lab Hours</b>	<b>No lab</b>
<b>Office Hours</b>	<b>Mon-4-6pm, Thurs- 5-6 pm Or by Appointment</b>	<b>Credits</b>	<b>3 credits</b>

**Course Description**

An overview of the history, likely directions and organizational structure of the hospitality industry and its role in local, national and global economies. Students are introduced to the nature and scope of the hospitality industry, basic terminology, management concepts, career path explorations and the department's mission and culture.

**Course Objectives**

Upon completion of HMGT 1101, the student will be able to

- a. Identify the scope of the hospitality and tourism industry.
- b. Understand and describe the characteristics of the hospitality and tourism industry from a local, national and global perspective.
- c. Explore the roles and responsibilities of key executives and department heads in the hospitality industry.
- d. Differentiate hotel classifications.
- e. Classify and examine food and beverage operations.

**Student Learning Outcomes and Assessment**

<b>Student Learning Outcomes</b>	<b>Method of Assessment</b>
a. Discuss scope of the hospitality and tourism industry (Gen Ed: Communication)	Industry leader/organization profile and personal essay, concierge marketing assignment, tourism attraction assignment, weekly chapter summaries, class participation
b. Gather information from observation in regard to the hospitality industry from a local, national and global perspective (Gen Ed: Inquiry/Analysis)	Personal profile, concierge marketing assignment, tourism attraction assignment, weekly chapter summaries, class participation
c. Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality industry (HMGT Discipline)	Shared reading , weekly chapter summaries, class participation
d. Evaluate and examine hotel classifications (Gen Ed: Integration)	Tourism attraction assignment, weekly chapter summaries
e. Evaluate and apply information discerningly from a variety of sources to classify and	Tourism attraction assignment, weekly chapter summaries

examine food and beverage operations (Gen Ed: Integration)	
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### Grading Procedures

	A 93-100 points	A- 90-92.9 points
B+ 87-89.9 points	B 83-86.9 points	B- 80-82.9 points
C+ 77-79.9 points	C 70-76.9 points	
	D 60-69.9 points	
	F 59.9 –0 points	
Personal Profile		5%
Industry Leader/Organization Profile and Personal Essay		15%
Concierge Marketing Assignment		20%
Experiential Learning Assignment		20%
Shared Reading		10%
Weekly Chapter Summaries		25%
Class Participation		<u>5%</u>
TOTAL		100%

### Prerequisites

CUNY proficiency in reading and writing; co-requisite: MAT 0605

### Required Text

Walker, J. R. (2013). *Introduction to hospitality*. 6<sup>th</sup> Edition. Upper Saddle River, NJ: Prentice Hall.

### Suggested Reading

*At-a-glance statistical figures*. (n.d.). Retrieved October 15, 2012, from American Hotel & Lodging Association: <http://ahla.com>

*Jobs & careers*. (2012, January 01). Retrieved October 15, 2012, from National Restaurant Association: <http://www.restaurant.org>

*Trends and research*. (2012). Retrieved October 10, 2012, from Hospitality Sales and Marketing Association International: <http://www.hsmi.org>

*About world tourism organization (UNWTO)*. (n.d.). Retrieved October 12, 2012, from World Tourism Organization: <http://www2.unwto.org/en/content/who-we-are-0>

Brefere, L., Eich Drummond, K., & Barnes, B. (2005). *So you want to be a chef? your guide to culianary careers*. Hoboken, NJ: John Wiley and Sons.

*Core values & heritage*. (n.d.). Retrieved October 19 2012, from Marriott: <http://www.marriott.com/culture-and-values/core-values.mi>

Marriott, J. W., & Brown, K. A. (1997). *The spirit to serve: Marriott's way*. New York, NY: Harper Collins.

Sandoval-Strausz, A. (2007). *The hotel: an American history*. New Haven, CT: Yale Univesity Press.

Walker, J. R. (2013). *Introduction to hospitality*. (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.

\*Late assignments will not accepted

Week	Date	Topic	Reading Assignments	Assignments Due*
1	Aug 28	Introduction	NYTimes Travel Section	
2	Sep 11	History of Hospitality	Chapter 1, pgs 3-23 NYTimes Travel Section	<ul style="list-style-type: none"> <li>• Electronic Profile</li> <li>• Chapter Summary</li> </ul>
3	Sep 18	Information literacy	Chapter 1, pgs 23-46 NYTimes Travel Section	Chapter Summary
4	Sep 25	Travel and Tourism	Chapter 9 Marketing Information NYTimes Travel Section	<ul style="list-style-type: none"> <li>• Industry Leader/ Organization Profile &amp; Personal Essay</li> <li>• Chapter Summary</li> </ul>
5	Oct 2	Travel and Tourism	Marketing Information Article(s) NYTimes Travel Section Review the Brooklyn Bridge Park Website	Chapter Summary
6	Oct 16	Lodging	Chapter 2 NYTimes Travel Section	Chapter Summary
7	Oct 23	Rooms division manager functions	Chapter 3 NYTimes Travel Section	36 Hours...(assignment) Chapter Summary
8	Oct 30	Theme Parks and the National Parks System	Chapter 10 (Tour of Highline) NYTimes Travel Section	36 Hours...(assignment) presentation Chapter Summary
9	Nov 6	Theme Parks and the National Parks System	Chapter 10 NYTimes Travel Section	Chapter Summary
10	Nov 13	Dimensions of Managing Food ServiceFood and Beverage Management	Chapter 5 and 6 NYTimes Travel Section	Chapter Summary Concierge Marketing Assignment paper and presentations.
11	Nov 20	Restaurant Business and Operations	Chapter 7 NYTimes Travel Section	Chapter Summary
12	Nov 27	Beverages	Chapter 9 NYTimes Travel Section	Chapter Summary
13	Dec 4	Wrap Up/ Presentation Discussions	NYTimes Travel Section	Chapter Summary
14	Dec 11	Final Presentations	NYTimes Travel Section	Concierge Marketing/Tourism Attraction Assignment
15	Dec 18	Final Presentations	NYTimes Travel Section	Concierge Marketing/ Tourism Attraction Assignment

## **Learning outcomes per assignment**

### ***Electronic Profile***

**5%**

- Reflect on you as a student and a future industry professional.
- Describe in a short profile your attributes as a student and industry professional
- Utilize various features on OpenLab

### ***Industry Leader/Organization Profile and Personal Essay***

**15%**

- Identify and articulate the scope of the hospitality and tourism industry through written business communication
- Describe the characteristics of the hospitality industry on local, national and international perspective and his/her role with the industry
- Demonstrate the understanding of the duties of the key executives and department heads in the hospitality industry and their impact on trends in the industry
- Describe key management functions using professional terms and communication standards
- Late assignments are not accepted
- See handout for additional information

### ***Concierge Marketing Assignment (Tourism Attraction)***

**20%**

- Gather, interpret, evaluate and apply information about the hospitality and tourism industries discerningly from a variety of sources
- Gather information from observation to better understand the impact of hospitality and tourism on a local, national and international perspective
- Utilize critical and creative thinking methods and apply problem solving strategies
- Engage in high impact and industry specific written, electronic communication
- Late assignments are not accepted
- See handout for additional information

### ***Experiential Learning Assignment (36 Hours)***

**20%**

- Gather, interpret, evaluate and apply information about the hospitality and tourism industries discerningly from a variety of sources
- Evaluate the importance of a selected NYC tourism attraction or historically significant location on the local, national and/or international hospitality industry
- Engage in high impact and industry specific written and oral communication
- Oral presentation of the findings utilizing visual aids
- Late assignments are not accepted
- See handout for additional information

### ***Shared Reading, and in-class participation (New York Times Travel Section)***

**15%**

- Apply knowledge and analyze social, political, economic, and historical issues

### ***Weekly Chapter Summaries***

**25%**

- Read to understand the main objectives of the assigned chapters on a weekly basis and articulate the understanding of the material through written responses to the assigned review questions
- Late assignments are not accepted
- Students are expected to actively participate in a thought provoking manner and create an environment in which all students can learn

## **MISSION STATEMENT**

The mission of the Department of Hospitality Management 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 STATEMENT 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 Academic Integrity Policy Manual may be found on the College website.

## **STATEMENT OF ACADEMIC DISHONESTY AND PLAGIARISM**

As stated in the Academic Integrity Policy Manual, "academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

## **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.

## **PROFESSIONALISM AND PARTICIPATION**

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

## **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 is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

## **ORAL PRESENTATION STYLE STATEMENT:**

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

## **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 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.

Revised May 31, 2017 es