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

Professional Alliances
HMGT 2308
Fall 2017

Instructor	Dr. Amit Mehrotra	Course Section	E 558
E-mail	Amehrotra@citytech.cuny.edu	**Day**	Tuesday
Phone	718-260-5635	**Location**	N 215
Office	Namm 200	**Time**	6:00 PM – 7:55 PM
Office Hours	Mon-4-6pm, Thurs-5-6 pm,	**Class Hours**	2
	Or by Appointment	**Lab Hours**	0
		Credits	2

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 HMGT 2308, students will be able to

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

Student Learning Outcomes	Method of Assessment
a. Develop and refine career goals and career plan	Written assignments & class participation
b. Write and evaluate professional career documents	Written assignments & class participation
c. Explain and demonstrate business ethics, etiquette and professional image	Class participation & final presentation
d. Demonstrate interviewing skills	Written assignments, class participation, & final presentation
e. Demonstrate networking skills	Written assignments, class participation & final presentation

Prerequisites
HMGT 1105 & HMGT 1202

Grading Procedure

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

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."

Class Meeting Schedule

Date	*Topic*	*Assignments Due*
Aug 29	Week1 Introduction to professional alliances	
Sep 5	Week 2 Career goal setting and career planning	Professional organization membership memo
Sep 12	Week 3 Identification of professional skills	Career plan draft 1 due
Sep 26	Week 4 Professional image and personal branding	Personal SWOT due
Oct 3	Week 5 Résumé development	Personal pitch due
Oct 10	Week 6 Résumé development	Résumé draft 1 due
Oct 17	Week 7 Cover letters	Résumé draft 2 due
Oct 24	Week 8 Professional correspondence	Cover letter due
Oct 31	Week 9 Introduction to the job search process	Job listing due
Nov 07	Week 10 Networking strategies	Résumé due
Nov 14	Week 11 The interview process	Network file due
Nov 28	Week 12 Interviewing techniques	Interview prep due
Dec 5	Week 13 Networking and social media	Professional thank you letter
Dec 12	Week 14 Business ethics and etiquette	Career plan due
Dec 19	Week 15 Professional career portfolio presentation	Final presentations

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 PLAGARISM
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