

**HOSPITALITY & TOURISM ENTERPRISE DEVELOPMENT
HMGT 4952
Fall 2019**

Instructor	Dr. Amit Mehrotra	Course Section	D484
E-mail	amehrotra@citytech.cuny.edu	Day	Monday
Phone	718-260-5635	Location	N 403
Office	Namm 200	Time	11:30 a.m. – 2:00 p.m
Office Hours	Mon-2-3 pm, Wed-4:30-6:00, Or by Appointment	Class Hours	3
		Lab Hours	0
		Credits	3

COURSE DESCRIPTION:

This course will explore entrepreneurial opportunities in hospitality and tourism. Financing, branding, business processes, distribution of hospitality and tourism products and services will be examined. Business ownership and legal issues will be analyzed. Students will create a business plan.

COURSE OBJECTIVES:

Upon completion of this course, students will be able to:

- a. Analyze the process of establishing, operating and ending a hospitality and tourism enterprise;
- b. Comprehend the requirements and sources of financing needed in the entrepreneurial process;
- c. Understand the scope, relevant laws and issues, of franchising;
- d. Evaluate the role of local, state and federal agencies and international bodies in regulating tourism and hospitality enterprises;
- e. Formulate the necessary business, marketing, and financial plans for a hospitality or tourism enterprise according to the Association of Small Business Development Centers (ASBDC)

PREREQUISITES:

HMGT 3501, HMGT 3502, HMGT 3602, co-requisite HMGT 4702

STUDENT LEARNING OUTCOMES AND ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Demonstrate the understanding of the process of hospitality and tourism entrepreneurship. (HMGT: Knowledge)	Exams and Quizzes
b. Utilize the requirements and sources of financing. (HMGT: Knowledge)	Case Studies Term Project Presentation
c. Demonstrate knowledge of the franchising concepts;	Exams and Quizzes
d. Apply the regulatory role of local, state, federal and international agencies to a business plan. (Gen Ed: Integration, HMGT: Knowledge)	Case Studies Research and Tour Critiques Term Project
e. Develop a business plan for a hospitality or tourism enterprise.(HMGT: Knowledge, Integration)	Presentation Term Project

REFERENCE TEXT(S):

Mariotti, S.(2007). *Entrepreneurship: Starting and operating a small business*. Upper Saddle River, NJ. Pearson Prentice Hall.
ASBDC. (1998). *Franchising 101*. Chicago. Dearborn Financial Publishing Inc.
Khan, M.A.(1999). *Restaurant Franchising*. New York. John Wiley & Sons.

REQUIRED READING / WEBSITES/ LISTENING/VIEWING/ BLOGGING:

USA Today Small Business Page (<http://www.usatoday.com/money/smallbusiness/default.htm>)
Wall Street Journal Small Business Page
(<http://online.wsj.com/public/page/news-small-business-marketing.html>)
New York Times Small Business Page
(<http://www.nytimes.com/pages/business/smallbusiness/index.html>)
Entrepreneur Magazine – You may download the tablet edition.
(<http://www.entrepreneur.com/magazine/index.html>)
US Small Business Administration Page
(<http://www.sba.gov/>)

Note - Under the above pages look for hospitality, restaurants and travel specific case studies. Additional websites and videos are listed under “links” on Blackboard.

OUTCOMES ASSESSMENT:

- a. Understand the process of hospitality and tourism entrepreneurship;
- b. Utilize the requirements and sources of financing;
- c. Demonstrate knowledge of the franchising concepts;
- d. Apply the regulatory role of local, state, federal and international agencies to a business plan;
- e. Develop a business plan for a hospitality or tourism enterprise.

GRADING SYSTEM:

50 % Term project (midterm & final)
15 % Exams and quizzes
15 % Class participation
10 % Essays, article critiques and research tour(s)
10 % Final presentation
100% TOTAL

FINAL PRESENTATION: Student(s) will create hospitality and tourism related small business plan present it in class. Business plan and presentation format will follow the guidelines supplied by the instructor.

EXAMS: Students will be assessed on their knowledge of hospitality and tourism enterprise related theory and definitions from the textbook.

WRITING STYLE

All writings and assignments including citations, references and narratives must confirm to the **APA writing style** as per the guidelines listed under the **APA Manual, 6th edition**. Please check with your Professor for helpful tips and resources pertaining to the APA writing style.

Additionally, more information on the writing style can be found by visiting <http://www.apastyle.org/>

CLASS PARTICIPATION: Students are encouraged to actively participate in all class activities including the tours for effective learning.

Students will also be expected to:

- Complete all assignments as directed by the instructor
- Participate in class room discussions and activities

For written assignments, the use of Writing Assistance Services (WAS) in the Atrium Learning Center is strongly encouraged and will be required for many assignments. In addition to the review provided by tutors, all work should be proofread prior to submission for a grade. Use of the APA format for all written work with regard to citation and references is required

GRADING PROCEDURES

93 – 100	A
90 – 92.9	A -
87 – 89.9	B+
83 – 86.9	B
80 – 82.9	B -
77 – 79.9	C+
70 – 76.9	C
60 – 69	D
0 – 59	F

Week* #	Date	Topic / Class Activities*	Activities/ Required Reading / Events	Assignment Due
1	Thursday (Monday Schedule) Sep 5	Review of syllabus; Introduction to hospitality and tourism enterprises: yesterday, today and tomorrow; Hospitality and tourism business project guidelines distributed; Film on Entrepreneurship Article review and discussion.	Intro Video Case Studies (Video) Discussion	Information on entrepreneurship project and expectations
2	Mon Sep 9	Discussion and Analysis: What business do you want to start? Do you have what it takes to be a small business owner? How do you find the right hospitality and tourism business? Selecting the best entity to own and operate your hospitality and tourism business; Introduction to the small		Film on small businesses in America; Article review and discussion and website review; Project Groups assigned.

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		business project.		
3	Mon Sep 16	Operating hospitality businesses effectively; What are the costs of being a hospitality and tourism business owner? Is there demand for your products? Discussion on project sections 1 and 2; Case study – The Hospitality Small Business Owner.	Case Studies (Video) Discussion.	Article review, case discussion and website review
4	Mon Sep 23	Choosing a Location for your enterprise, what you need to know to grow; Understanding the franchise documents; Discussion on project sections 3 and 4. Guest Speaker on Small Business.	Case Studies (Video) Discussion.	Article review and website review; Film – Small Business Case Study
5	Mon Oct 7	Benefits of a free enterprise; Examples of successful hospitality and tourism business models; Discussion on Project Sections 5 and 6.		Small Business Article Review and Discussion / Website Review.
6	Wed Oct 16	Study tour groups visit local hospitality and tourism business locations.	Case Studies (Video) Discussion.	Create reflective piece based upon tour observations
7	Mon Oct 21	Midterm due (Sections 1-6 from the small business format); Where the money is and how to get it? Finding financing; working the hospitality business plan for you.	Film on Small Business	Small Business Article Review and Discussion / Website Review.
8	Mon Oct 28	Hospitality Small Business and Franchise Workshop (In partnership with SBA center).		
9	Mon Nov 4	Preparing cash flow projections for hospitality enterprise; Discussion on Project Sections 7 and 8.	Case Studies Discussion	Film - Branding in Tourism and Hospitality; Article Review and Discussion / Website Review.
10	Mon Nov 11	Discussion on Project Sections 9, 10, 11 and 12; Investing in a secure future; Case Study Film - McDonald's Corporation (How a small enterprise grew into a corporation).	Case Studies Discussion	Quiz 2 Review; Presentation review.
11	Mon Nov 18	Study tour groups visit local hospitality and tourism business locations		Create reflective piece based upon tour observations

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12	Mon Nov 25	Finding and developing customers; Handling taxes, banks, insurance, and recordkeeping; Building a profitable relationship with your customers. Wrap-up and presentation reviews and final project review; Effective customer service;	Article review and discussion / website review.
13	Mon Dec 2	Guest speakers: small business owners in partnership with Small Business Administration (SBA).	Work on presentation.
14	Mon Dec 9	Hospitality enterprise concept presentations.	Upload oral presentations on Blackboard.
15	Mon 16	Hospitality enterprise concept presentations. Final project due (complete and bound with all the sections)	Upload electronic copy of the final project on Blackboard

***Weekly outline is subject to change.**

**** Presentation dates for Enterprise Project Sections will be informed by the Professor**

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.

STUDENT ACCESSIBILITY:

Qualified students with disabilities, under applicable federal, state, and city laws, seeking reasonable accommodations or academic adjustments must contact the Center for Student Accessibility for information on City Tech's policies and procedures to obtain such services. Students with questions on eligibility or the need for temporary disability services should also contact the Center at The Center for Student Accessibility:

300 Jay Street, room L-237, 718 260 5143. <http://www.citytech.cuny.edu/accessibility/>

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

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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."

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

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 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.

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 22, 2019 }

HM Department Calendar (*available from department office – attach*)

SELECTED BIBLIOGRAPHY

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- Dining out in digital times: In today's digital age, the way diners discover a restaurant and make a reservation has altered dramatically. And restaurants need to keep pace with these changes. (2017). *Restaurant Magazine*, (280), 42-45.
- (2009). Facing the Credit Crisis. *Travel Agent*, 335(5), 2. <http://search.ebscohost.com>
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