

Perspectives in Hospitality Management
HMG T 1101
Fall 2014

Instructor	Prof. Karen Goodlad, CSW	Class Number	D400
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Phone	718.260.5638	Location	N206
Office	Namm 200	Time	8:30 a.m. – 11:00 p.m.
Office Hours		Class Hours	3
		Lab Hours	0
		Credits	3

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 HMG T 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

Student Learning Outcomes	Method of Assessment
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 (HMG T 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	Tourism attraction assignment, weekly chapter

from a variety of sources to classify and examine food and beverage operations (Gen Ed: Integration)	summaries
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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%
“36 Hours In...” Assignment	20%
Shared Reading	10%
Weekly Chapter Summaries	25%
Class Participation	<u>5%</u>
TOTAL	100%

Learning outcomes per assignment

Electronic Profile 5%

- Identify and articulate a personal profile for a public forum
- Discuss, in a short profile, attributes of a student and industry professional
- Utilize various features of OpenLab

Industry Leader/Organization Profile and Personal Essay 15%

- Discuss the scope of the hospitality and tourism industry through written business communication
- Gather information from observation in regard to the hospitality and tourism industries from a local, national and international perspective and his/her role within the industry
- Understand and discuss the roles and responsibilities of key executives and department heads in the hospitality and tourism industries 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 20%

- Discuss scope of the hospitality and tourism industry
- Gather information from observation in regard to the hospitality industry from a local, national and global perspective
- Evaluate and examine hotel classifications
- Engage in high impact and industry specific written and oral communication
- Late assignments are not accepted
- See handout for additional information

“36 Hours In...” Assignment 20%

- Discuss the scope of the hospitality and tourism industry
- Gather information from observation in regard to the hospitality industry from a local, national and global perspective
- Evaluate and apply information discerningly from a variety of sources to classify and examine food and beverage operations
- Late assignments are not accepted
- See handout for additional information

Shared Reading **10%**

- 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
- Articulate the understanding of the material through written responses
- Late assignments are not accepted

Class Participation **5%**

- Articulate knowledge developed in a manner in which all students can benefit from an engaging learning environment

Prerequisites

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

Required Text

Walker, J. R. (2013). *Introduction to hospitality*. 6th 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 culinary 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 University Press.

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

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."

Week	Date	Topic	Reading Assignments	Assignments Due*
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1	8/28	Introduction <i>Electronic Profile Distributed</i>	NY Times Travel Section	
2	9/4	▫ History of Hospitality ▫ OpenLab Session	Chapter 1, pgs 3-23 NY Times Travel Section	▫ Chapter Summary ▫ <i>Electronic Profile</i>
3	9/11	Information Literacy <i>Organization Profile & Personal Essay Distributed</i>	Chapter 1, pgs 23-46 NY Times Travel Section	Chapter Summary
4	9/18	Travel & Tourism	Chapter 9 NY Times Travel Section	▫ <i>Industry Leader/ Organization Profile & Personal Essay</i> ▫ Chapter Summary
5	10/2	Travel & Tourism on the Brooklyn Waterfront <i>Site Visit of the Brooklyn Bridge Park</i>	NY Times Travel Section Review the Brooklyn Bridge Park Website and Readings	▫ Three facts about the Brooklyn Water Front ▫ Chapter Summary
6	10/9	Lodging	Chapter 2 NY Times Travel Section	Chapter Summary
7	10/16	Rooms division manager functions <i>Concierge Assignment Distributed</i>	Chapter 3 NY Times Travel Section	Chapter Summary
8	10/23	Theme Parks and the National Parks System	Chapter 10 NY Times Travel Section	▫ Chapter Summary ▫ <i>Selection of NYC Attraction for Concierge Assignment</i>
9	10/30	Dimensions of Managing Food Service	Chapter 6 and 7 NY Times Travel Section	Chapter Summary
10	11/6	Food and Beverage Management: Food Trucks	Chapter 4 and 5 NY Times Travel Section	▫ Chapter Summary ▫ <i>Concierge Assignment</i>
11	11/13	Concierge Presentations <i>36 Hours in... Assignment Distributed</i>	Handout NY Times Travel Section	Chapter Summary
12	11/20	Meetings & Conventions and Events	Chapter 12 and 13 NY Times Travel Section	Chapter Summary
13	12/4	Hospitality Human Resources	Chapter 14 NY Times Travel Section	Chapter Summary
14	12/11	Hospitality Leadership	NY Times Travel Section	"36 Hours in..."
15	12/18	Hospitality Management Accounting "Showcase"	Vocabulary Words NY Times Travel Section	

*Late assignments will not accepted