

Perspectives in Hospitality Management
HMG1101
Fall 2017

Instructor	Prof. Karen Goodlad, CSW	Class Number	LC00
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Phone	718.260.5638	Location	N206
Office	Namm 200	Time	8:30 a.m. – 11:00 a.m.
Office Hours:	Tuesday, 1:00-2:00	Class Hours	3
	Thursday, 12:00-1:00	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 HMG1101, 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 (HMG1101 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 examine food and beverage operations (Gen Ed: Integration)	Tourism attraction assignment, weekly chapter summaries

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	
Electronic 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

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.

Prerequisites

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

Required Text

Walker, J. R. (2016). *Introduction to hospitality*. 7th 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.

Week	Date	Topic	Reading Assignments	Assignments Due*
1	8/29	Introduction <i>Electronic Profile Distributed</i>	NY Times Travel Section	
2	9/5	▫ History of Hospitality ▫ OpenLab ▫ ePortfolio	Chapter 1, pgs 3-23 NY Times Travel Section	▫ Chapter Summary ▫ <i>Electronic Profile</i>
3	9/12	Information Literacy <i>Industry Leader/ Organization Profile & Personal Essay Distributed</i>	Chapter 1, pgs 23-46 NY Times Travel Section	Chapter Summary
4	9/26	Lodging	Chapter 2 NY Times Travel Section	Chapter Summary <i>Industry Leader/ Organization Profile & Personal Essay</i>
5	10/3	Rooms division manager functions <i>Site Visit of a Hotel</i>	Chapter 3 NY Times Travel Section Review of The Carlyle Hotel and Rosewood websites	Chapter Summary
6	10/10	Travel & Tourism	Chapter 9 NY Times Travel Section	Chapter Summary
7	10/17	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	Chapter Summary
8	10/24	Food and Beverage Management	Chapter 4 and 5 NY Times Travel Section	Chapter Summary <i>Selection of NYC Attraction for Concierge Assignment</i>
9	10/31	Dimensions of Managing Food Service <i>Concierge Assignment Distributed</i>	Chapter 6 and 7 NY Times Travel Section	Chapter Summary
10	11/7	Theme Parks and the National Parks System	Chapter 10 NY Times Travel Section	Chapter Summary
11	11/14	Concierge Presentations <i>36 Hours in... Assignment Distributed</i>	Handout NY Times Travel Section	<i>Concierge Assignment</i>
12	11/28	Concierge Presentations	NY Times Travel Section	
13	12/5	Meetings & Conventions and Events	Chapter 12 and 13 NY Times Travel Section	Chapter Summary
14	12/12	Hospitality Leadership, the human factor	Handouts/Links NY Times Travel Section	"36 Hours in..."
15	12/19	Hospitality Management Accounting "Showcase"	Vocabulary Words NY Times Travel Section	

*Late assignments will not accepted

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.