

HOSP-2400: HOSPITALITY MANAGEMENT AND SUPERVISION

Cuyahoga Community College

Viewing: HOSP-2400 : Hospitality Management and Supervision

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

HOSP - Hospitality Management

Course Number:

2400

Title:

Hospitality Management and Supervision

Catalog Description:

Overview of the human resource function for the hospitality industry. Students will develop an appreciation and understanding of the principles of managing and leading organizations, groups and individuals. Topics include employee recruitment, training and development, management theory, motivation and coaching, continuous improvement, effective communication and presentation skills, ethics, diversity and employee empowerment. Special attention is paid to current issues and legal concerns. Instruction is based on lecture and discussion as well as case studies and group-based projects.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

HOSP-1010 Introduction to the Hospitality Industry, or HOSP-1360 Fundamentals of Restaurant/Foodservice Management, or DIET-1310 Intro to Dietetics, or departmental approval: admission to program, or related work experience.

Outcomes

Course Outcome(s):

Demonstrate understanding of role of management through knowledge of traditional and current management theory.

Objective(s):

1. Define and explain traditional functions and theories of management.
2. Identify the elements of the internal and external environment and their relationship to management.
3. Describe the various roles managers play in the workplace.
4. Define management terminologies related to the hospitality industry.
5. Explain the concept of the systems approach to management.
6. Describe contemporary views of leadership and management and the relationship to performance and productivity.
7. Outline the basic elements of total quality management (TQM).
8. Outline the fundamental steps of a continuous improvement process.
9. Explain the importance of quality service in the hospitality industry.
10. Identify various ways in which quality can be achieved for differing operations.
11. Explain the concept of ethics and define guidelines for good business practices.

Course Outcome(s):

Use current management theories and ideas to be successful in a professional environment and promote a productive and positive workplace.

Essential Learning Outcome Mapping:

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):

1. Describe the planning process through construction of a plan.
 2. Explain the types of organizational and personal power.
 3. Explain the concept and importance of goal-setting within an organization.
 4. Describe the need for coaching in today's hospitality operations.
 5. Explain why conflict is normal and necessary in the workplace.
 6. Identify the benefits of conflict.
 7. Discuss techniques for managing conflict in the workplace.
 8. Define the steps of the change process.
 9. Identify the importance of teams within hospitality operations.
 10. Explain the various methods/approaches to team building.
 11. Outline the stages of work team development.
 12. Participate in various team/group projects.
 13. Explain the importance of diversity within the workplace.
 14. Develop various ideas for empowerment in the workplace.
 15. Discuss the goal of empowerment and its benefits.
 16. Demonstrate and investigate communication techniques, including non-verbal communication.
 17. Practice basic communication techniques through case study analysis and role play situations.
 18. Apply time management techniques and demonstrate the ability to use a personal planning tool.
 19. Practice the various approaches to management decision-making.
 20. Discuss role of motivation in the workplace including identifying signs of low motivation and various ways to motivate employees.
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Course Outcome(s):

Perform traditional supervisory/management roles of the human resource process including recruiting, hiring, training, coaching, evaluating and terminating employees.

Essential Learning Outcome Mapping:

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Create job descriptions for hospitality positions.
 2. Discuss and develop recruitment strategies for finding qualified applicants.
 3. Create an orientation program for new hires.
 4. Discuss the fundamentals of an employee training program.
 5. Practice writing employee schedules.
 6. Describe the fundamental procedures for employee training programs.
 7. Analyze various methods of employee performance evaluation.
 8. Describe the progressive disciplinary process in the workplace.
 9. Identify legal issues as they pertain to the human resource function.
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Course Outcome(s):

Prepared to find employment and function in a professional environment.

Objective(s):

1. Apply time management techniques and demonstrate the ability to use a personal planning tool.
2. Practice the various approaches to management decision-making.
3. Create a personal mission statement by analyzing values and goals.
4. Identify steps in the development and implementation of a professional career plan.
5. Participate in a behavior study profile exercise.

6. Conduct research to develop a professional presentation.
7. Practice presentation techniques by creating a professional classroom presentation.
8. Create and present a professional resume.

Course Outcome(s):

Create and present oral presentation and professional outline demonstrating concepts and material presented in course.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Conduct research to develop a professional presentation.
2. Practice presentation techniques by creating a professional classroom presentation.

Methods of Evaluation:

- a. Quizzes/exams
- b. Case study analysis
- c. Oral presentation
- d. Teamwork project
- e. Time management project
- f. National Restaurant Association Educational Foundation Certification Exam

Course Content Outline:

- a. Traditional functions of management
 - i. Planning
 - ii. Organizing
 - iii. Coordination
 - iv. Staffing
 - v. Directing
 - vi. Controlling
- b. Roles of management
 - i. Interpersonal
 - ii. Informational
 - iii. Decisional
- c. Management skills and styles
- d. Leadership in the 21st century
- e. Total quality management
 - i. Characteristics of high performance organizations
 - ii. Deming's fourteen points for quality
 - iii. Juran's elements of quality products
- f. Baldrige award criteria for performance
 - i. Leadership
 - ii. Strategic planning
 - iii. Customer and market focus
 - iv. Information and analysis
 - v. Human resource focus
 - vi. Process management
- g. The economics of quality service
 - i. The value of customers
 - ii. The cost of customer dissatisfaction

- iii. The customer's perception of value and service
- iv. Moments of truth
- h. Continuous improvement process and tools
 - i. Developing and implementing improvements for targeted area
 - ii. Tools for generating ideas, analysis and displaying data
- i. Power and empowerment
 - i. Centralization versus decentralization
 - ii. Fundamentals of power and authority and responsibility
 - iii. Sharing power through delegation
- j. Effective communication
 - i. Myths surrounding communication
 - ii. Process
 - iii. Barriers
 - iv. Listening skills
 - v. Speaking skills
 - vi. Writing skills
- k. Goal Setting
- l. Coaching
 - i. Elements and approaches
 - ii. Conducting coaching sessions
- m. Conflict management
 - i. Cause and effect
 - ii. Conflict management skills and strategies
- n. Hospitality teams
 - i. Characteristics of successful teams
 - ii. Stages of team development
 - iii. Team meetings
 - iv. Team decision-making
 - v. Evaluating team performance
 - vi. Self-directed work teams
- o. Managing diversity
 - i. The changing workforce demographics
 - ii. The benefits of diversity
 - iii. Approaches to dealing with workplace diversity
 - iv. Fostering diversity
- p. Organizational change
 - i. Internal and external forces
 - ii. Change process
 - iii. Managing change
 - iv. Supervisor as a change agent
- q. Recruitment and selection
 - i. Employee turnover challenges
 - ii. Internal and external recruitment
 - iii. Interviewing applicants
 - iv. Legal considerations in interviewing
 - v. Human resources planning
- r. Orientation and training
 - i. Importance of training
 - ii. Training methods
 - iii. Job descriptions and standards
 - iv. Measuring training
 - v. Learning styles and the learning process
 - vi. Orientation of property
 - vii. Orientation of specific job
- s. Productivity management and controlling costs
 - i. Productivity standards
 - ii. Balancing quality and quantity
 - iii. Planning staffing requirements

- iv. Forecasting business volume
- v. Labor scheduling
- t. Performance evaluation
 - i. Benefits
 - ii. Common errors
 - iii. Methods and specific steps
- u. Discipline
 - i. Purpose
 - ii. Management of progressive disciplinary process
 - iii. Termination procedures
- v. Special supervisory concerns
 - i. Sexual harassment
 - ii. Safety and security
 - iii. Ethics
 - iv. Substance abuse
 - v. Union and collective bargaining process
- w. Motivation
 - i. Leadership styles
 - ii. Strategies
 - iii. Employee participation
- x. Time management
 - i. Time analysis
 - ii. Time management tools
 - iii. Delegation of authority and responsibility
- y. Professional development
 - i. Creating a plan
 - ii. Executing the plan
 - iii. Evaluation of the plan

Resources

Boulud, Daniel. *Letters to a Young Chef (Art of Mentoring)*. 2nd ed. Basic Books, 2017.

Drucker, Peter. *The Essential Drucker: The Best of Sixty Years of Peter Drucker's Essential Writings on Management (classic text)*. Harper, 2008.

Meyer, Danny. *Setting the Table: The Transforming Power of Hospitality in Business*. Harper, 2008.

Bolton, R. and Bolton, D.G. *Social Style/Management Style (Classic Text)*. 1st ed. New York: American Management Association, 1994.

Michelli, Joseph. *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company*. 1st ed. McGraw-Hill, 2008.

Cullen, Noel. *World of Culinary Management: Leadership and Development of Human Resources*. 5th ed. Pearson, 2012.

Hoffman, Reid and Ben Casnocha. *The Alliance: Managing Talent in the Networked Age*. Harvard Business Review Press, 2014.

Pink, Daniel. *Drive: The Surprising Truth About What motivates Us*. Riverhead Books, 2011.

Bock, Laszlo. *Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead*. Twelve Books, 2015.

Belker, Loren and Jim McCormick. *The First-Time Manager*. 7th ed. Amazon Books, 2018.

Kruse, Kevin. *15 Secrets Successful People Know about Time Management*. The Kruse Group, 2015.

Ulrich, Dave. *Victory Through Organization: Why the War for Talent is Failing Your Company and What You Can Do About It*. 1st ed. McGraw-Hill Education, 2017.

Armstrong, Sharon. *The Essential HR Handbook, 10th Anniversary Edition: A Quick and Handy Resource for Any Manager or HR Professional*. Weiser, 2019.

Hamel, Gary and Michele Zanini. *Humanocracy: Creating Organizations as Amazing as the People Inside Them*. 1st ed. Harvard Business Review Press, 2020.

Hicks, Donna. *Leading with Dignity: How to Create a Culture That Brings Out the Best in People*. Yale University Press, 2019.

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