

# HTT A285: HOSPITALITY OPERATIONS

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

This course is designed to acquaint students with leadership, management, and quality issues facing today's hospitality industry. Focus is placed on the Malcolm Baldrige National Quality Award, continuous improvement, empowerment, goal setting, high-performance teams, diversity, managing organizational change, and strategic career planning. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Explain the traditional functions of management - planning, organizing, coordinating, staffing, directing, controlling, and illustrate why a gap exists among them.

## Course Objectives

- 1. Describe the dominant contemporary views of leadership.
- 2. Identify and explain William Edwards Demings 14 points and describe his ideas of leadership and management.
- 3. Describe Joseph M. Jurans notions and definitions of quality and detail the basic elements of quality management using Jurans approach.
- 4. Summarize the history of the Malcolm Baldrige National Quality Award and the role it has played in the U.S. business community.
- 5. Define quality service, describe the value of customers, and identify external and internal moments of truth.
- 6. Describe the types and sources of organizational and personal power, the typical responses to each type of power, and methods to enhance power and build alliances.
- 7. Describe the four fundamental steps of a continuous-improvement process, and identify and describe tools commonly used in the process.
- 8. Identify seven myths about communication, outline the communication process, and describe barriers to effective communication.
- 9. Explain the importance and nature of goal-setting in an organization describe the nature of and need for coaching in today's hospitality organizations, and list guidelines that can help managers handle organizational conflict.
- 10. Identify forces of change that have made team-building a high priority for many hospitality organizations, and describe the stages a work team goes through during its development.

- 11. Identify the ways in which the work force is changing and how it is becoming more diverse.
- 12. List tips and cautions for organizations that embark on large-scale organizational change, and describe the four major steps of the change process.
- 13. Create a personal vision statement after analyzing your skills, interests, values, and personality type; and identify ways to choose an occupation and implement your career choice.

## Lecture Content

Changing Nature of Leadership and Management Principles of management Management function vs. management behavior Traditional management roles Traditional management skills and styles Leadership in the 21st century Quest for Quality Demings points for quality Quality as product features Quality as freedom from defects Quality management Characteristics of high performance organizations ISO 9000 quality standards Malcolm Baldrige National Quality Award Ritz-Carlton Hotel Company Leadership System Purpose Core values and concepts Criteria for performance Quality Service Value of customers Cost of customer dissatisfaction Customer perception of value Moments of truth Economics of quality service Service quality gaps Service recovery Continuous Improvement Process and Tools Analyzing, developing and implementing improvements Tolls used in continuous improvement Power and Empowerment Centralization vs decentralization Power, authority, and tactics Delegation Empowering others High performance teams Characteristics Team development Roles Evaluation Communication Myths Communication process Nonverbal communication Listening skills Speaking and presenting Writing Goal-Setting, Coaching, and Conflict-Management Characteristics Setting goals Conducting coaching Causes of conflict Diversity Managing diversity Changing workforce Approaches to dealing with workplace diversity Fostering diversity Managing Organizational Change Characteristics of change Roles in the process Change process Strategic Career Planning Understanding yourself Understanding your options Implementing a choice Professional development

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, group participation, video, projects, computers, and lab simulations.

## Reading Assignments

A. Read assigned chapters and modules prior to class arrival.B. Read posted hospitality articles in Blackboard.C. Read posted discussion topic, research and participate in the argument.D. Research journal topics.

## Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques.

## Out-of-class Assignments

Access and develop travel plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating

to the travel industry. Interactive computer demonstration of Power Point presentation skills. Worksheets completed from information in the text, computer software, lectures and video presentations. Examinations consisting of fill-in, multiple choice and short essay. Weekly problem solving exercises will include written and oral comprehensive responses.

### **Demonstration of Critical Thinking**

The student must complete course appropriate projects, twelve basic quizzes, mid-term, and a comprehensive final examination developed by the Educational Institute and the American Hotel and Lodging Association. Demonstrate various approaches to problem solving, development of professional standards, industry observation, attendance, and participation.

### **Required Writing, Problem Solving, Skills Demonstration**

All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques.

### **Textbooks Resources**

1. Required Woods, Robert H. and King, Judy. Leadership and Management in the Hospitality Industry, ed. Lansing: American Hotel and Lodging Educational Institute, 2006 Rationale: -