

Hospitality Management
MGMT 357, Summer, 2009

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Course Description

The course provides a general overview of the hospitality industry and the issues related to successful management of businesses within this industry. In particular, these sectors include food service, lodging, entertainment, medical, and other related industries such as cruise lines and supplier industries. Special attention will be given to the hospitality sector in the Carolinas, and issues related to entrepreneurship within hospitality.

Prerequisites Mgt 350 or permission of instructor.

Course Objectives and Introduction

Hospitality management is rapidly becoming one of the most important topics of study in business schools. Not only is the hospitality sector growing in economic importance, particularly in the coastal Carolinas, but the hospitality sector also embodies the broad range of business skills taught in business schools. In addition, much of the hospitality activity is entrepreneurial in nature. Not only do more and more people desire to establish and successfully run their own hospitality operation, such as restaurants and nightclubs, but larger hospitality organizations, such as the hotel, restaurant, and gaming corporations, are seeking to hire more and more business school graduates with formal training in hospitality. The hospitality sector is usually classified by various categories, such as lodging, food service, nightclubs, transportation, and leisure activities. Hospitality Management can also include the sectors of hospitals and education support. In general, hospitality businesses are service oriented, labor intensive, interactive with customers, and tend to be smaller operations.

This course is a survey course that examines three primary hospitality sectors in detail:

- 1) Restaurants, 2) Lodging, and 3) Entertainment and Nightclubs

In particular, for each of these sectors we will address several aspects of management including operations, management, marketing, strategy, accounting/information systems and legal requirements. Other sectors that will be discussed are the medical, club, and hospitality supply sectors. In addition, we will examine government sector planning (land use planning, signage, community promotion, etc.) strategies to enhance the hospitality sector.

Learning Objectives

At the end of the course students should have:

- Developed an appreciation for the different sectors of hospitality
- Developed an understanding regarding the unique nature of service industries
- Developed abilities and knowledge regarding specific operations related to food, beverage, and the lodging industries.
- Develop an understanding of government planning efforts that encourage (or discourage) local tourism and hospitality
- Developed a broad understanding of operations in the medical, entertainment, and recreation industries.
- Developed a better understanding of how to manage more effectively in all sectors of hospitality.
- Developed an understanding of the various professional organizations and publications in the hospitality sector.

Class Preparation and Participation

Since this is a seminar/case course each student is expected to come prepared for class, and to contribute to the overall learning environment by actively participating in class discussions. Students will be required to participate in several areas of learning including cases discussions; various Internet reading assignments, oral reports/presentations (i.e. topic such as Advertising (articles+critical examples)); on-site visits to establishments, and in-class speakers. As with any seminar type course, a successful learning experience must include active participation by class members.

In courses such as this one, the nuances of the topic are only discovered during the case discussions. Because of this class attendance is required. If, however, you are forced to miss a class session it can be made up by submitting at the start of the next class period a written analysis of the case/readings missed. Every session not made-up will result in an overall reduction of your final grade by one-third. Only two “made-up” classes will be allowed; while there is not much flexibility in this policy, true emergencies will be considered.

Required Texts

No book is required for this class.

Required: Access to computer for Internet assignments and readings. Reading assignments, slides, cases, internet links, and other assignments for the course will be put on the Mgt 357 webpage (go to Dr. Galbraith webpage, go to bottom of page to Mgt 357 link). <http://www.csb.uncw.edu/people/galbraithc/>

Grading

Five components will be used to evaluate progress:

Project 1: Food Service/Lodging/Entertainment Project (to be assigned)	25%
Project 2: Hospitality/Tourism Planning Project	10%
Project 3: Final Project	45%
Peer Grade	15%
Assigned Reading Notebook	<u>5%</u>
	100%

All of the projects involve independent library and primary data research regarding a specific topic.

Project 1: The first project is a written report (portfolio) on a specific topic, such as menu design, or a specific cuisine; an oral presentation to the class will be required (about 30 minutes). Project 1 is a team effort.

Project 2: The second project will be to visit a local area/community and assess the area in terms of its attractiveness for tourism. Report will examine recommendations to improve. Report will be limited to 5 pages. Project 2 is individual, and only a written report.

Project 3: The final project is also a team effort, to design a restaurant – this includes site location, interior design, exterior design, menu design, and advertising strategy – essentially a business plan for the restaurant. The report will be both written and oral, including a meal preparation and service to the class.

Peer Grade: Since so much of this class is group oriented, a portion of your final grade will be determined by your group member's assessment of your contribution to the group effort.

Notebook/Participation: The final component of class preparation will be assessed by a reading outline notebook (notes recorded on assigned readings), which will be collected by the instructor on a regular basis (5%).

Classroom Climate

The Cameron School of Business is a professional school providing education and training for student careers in the business world. Classroom climate is designed to assist students in developing the habits of behavior that will contribute to their success in the business world. Therefore, classroom policies will be established to promote and maintain a business-like atmosphere and to promote a healthy learning environment. For example: a) good manners, including courtesy, extended to all, b) removal of hats while in the classroom, c) wearing of shoes while in the classroom.

Weekly Assignments

Mgt 357, Summer, 2009

Daily and weekly assignments will be discussed in class, with appropriate material posted on course webpage.

First assignment (Thursday, 5/14) is to view the National Association Webinar for Food Service 2009 forecast (link to webinar posted on Mgt 357 webpage).

**Group Project 1 - Mgt 357 (Due 3rd week)
(Written report and oral presentation to class)**

Group

Topic

A) Menu Design

Research some articles, discuss principles of good menu design – location, type, graphics, pricing, and give examples both good and bad (explain why good/bad)

B) Advertising/Marketing/Merchandising for Restaurants (Theme, i.e., Hard Rock Café v. Starred v. Fast Food)

Visit the three types of restaurants, discuss how each one advertises, promotes, and markets their operation, what is different and the same – give some examples.

C) Cuisine: (California, Southwestern, Mexican, and Tex-Mex) **Jacquie Benitez*

D) Cuisine: (Southern, Cajun and Caribbean, and Gourmet Southern)

E) Cuisine: (Japanese, Thai, Chinese, and Indian)

F) Cuisine (French -various provinces, and German)

Research the history of the region; discuss how it ties into the cuisine. Discuss the key ingredients and the cooking style that makes the cuisine what it is, provide some recipes) – try to visit some restaurants.

F) Food Inspection: Rules and Process (from inspector and owner perspectives)

What are the rules of food inspection, get the rules from government office, plus any literature. Talk to inspector about what they look for; talk to a restaurant owner about the inspection process (what is really important). Discuss the debate between number and letter grades

G) Bed and Breakfast

Visit three B&B (1 out of area), talk about: a) the rules, b) the key things to be successful (advertising, quality, pricing, etc.), and c) the type of person who would be successful as B&B owner.

H) Cruise Ships

Talk about: a) careers in the business (how to get job, pay, etc.), b) what types of lines there are and their strategies, and c) who owns the ships. Probably need to talk via phone, check some articles, and visit travel agency.

I) Managing “Fun” (Dive Shop, Marina, Fishing Boat Captain)

Visit three, talk about: a) the rules, b) the key things to be successful (advertising, quality, pricing, etc.), and c) the type of person who would be successful owner.