

**Schedule - Mgt 357  
Summer, 2009; Dr. Galbraith**

**Week 1**

*Thursday*      5/14      Introduction and course overview  
  
Watch: National Restaurant Association Webinar on Food Service 2009 forecast

**Week 2**

*Monday*          5/18      History of Tourism  
  
Slides and Lecture on Webpage

*Tuesday*        5/19      Excellence in Hospitality  
  
Film: Vatel

*Wednesday*    5/20      Characteristics of the Service Industry  
  
Lecture: Service Industry Characteristics  
Discuss: Hospitality Experience Assignment  
Discuss: PF Changs strategy (read 2008 Annual Report (on web-page), p. 3 to 6, 14 to 21).  
Video: PF Chang  
Lecture: Medical Service Characteristics

*Thursday*        5/21      Positioning Strategies in Food Service  
  
Case: Bentleys (case downloadable on Web-page)  
Lecture: Strategic Positioning, Tacolajara Example  
Review over weekend, pricing strategy webinar (National Restaurant Association), link on webpage

**Week 3**

*Monday*          5/25      Memorial Day

*Tuesday*        5/26      Greening issues and Wait Management  
  
Mini Case” “Lean and Green, San Diego  
Discuss “Making 2009 a “greener” year for your restaurant (National Restaurant Association), link on webpage  
Lecture: Wait Management

*Wednesday*    5/27      Food Statistics and Valuation  
  
Lecture: Food Statistics and Valuation of Restaurants

*Thursday*        5/28      Project 1 Presentations