BERGEN COMMUNITY COLLEGE

Department of Business, Hotel/Restaurant/Hospitality

COURSE SYLLABUS

Course Title:

HRM 217 - Issues in the Hospitality Industry

PREREQUISITES:

HRM 101

CREDITS/HOURS:

2 credits; 2 hours Lecture

COURSE DESCRIPTION:

HRM 217, Issues in the Hospitality Industry includes the evaluation of selected Hospitality Units; a discussion of current concerns and issues common to all hospitality units; and contemporary trends in the application of advanced technology, front office management, menu implementation strategies, marketing strategies, beverage management, and personnel management.

COURSE OBJECTIVE:

As the capstone course for the professional practice of Hospitality Management in the Hotel/Restaurant/Hospitality discipline, it will provide application of research and analysis techniques used by professionals in critiquing and evaluating hospitality units in the various settings.

STUDENT LEARNING OUTCOMES/BEHAVIOURAL OBJECTIVES:

Given Instruction, lectures and discussions, professional and trade journals, and an extensive bibliography, this course will introduce the requirements for evaluating, and the considerations for critiquing selected hospitality components in the various hospitality settings.

Student participants to this capstone course will:

1. Investigate merchandising and promotional strategies in competing commercial establishments;
2. Critique competing commercial establishments, analyzing sales and costs;
3. Evaluate methods used by competing establishments to remain quality and cost effective;
4. Apply current technology to an existing management system, detailing desired effects of the newly applied system;
5. Identify and research a current and immediate issue confronting hospitality management;

6. Write a position paper which will detail the issue; and

7. Present the paper to the class for discussion.

GENERAL COURSE CONTENT:

The component systems of the Hospitality units and their many subsystems are functional because of the existence of strategic and operational plans. It is suggested then, that these plans must offer guidelines to utilize advanced technology, critique efforts to remain quality and cost effective, and evaluate the administration of change.

Implications for supplies, labor and equipment will be presented, and strategies related to advanced technology, such as computerization of purchasing, inventory, and issuing of supplies and equipment will be explored for selected hospitality units in various settings. Also, concerns, issues and contemporary trends indicated in areas of merchandizing; planning and financial control; and profitable management of bar and beverages will be investigated.

EVALUATION AND GRADING:

Written Examinations and Assignments:

1. Homework Assignments (10) will account for 20% of the final grade;
2. Research Assignment (1) will account for 60% of the final grade;
3. Presentation (1) will account for 20% of the final grade.

RESEARCH ASSIGNMENT

1. Investigate merchandizing and promotional strategies in 2 competing commercial establishments;
2. Critique each of these establishments, analyzing pricing, structure, menu mmix, sales and costs where applicable;
3. Indicate at least THREE methods used by each of these establishments to remain quality and cost effective.

Apply the format learned in the basic English writing classes to complete the research problem, above. Following are some guidelines which will make the project an outstanding accomplishment:

1. Three to five typewritten pages, double-spaced, 10-point type, one-inch left and right margins for each or #1, #2, and #3, above;
2. You may use a typewriter or word processor and printer;
3. Include bibliography and footnotes;
4. Correct spelling and grammar will be counted;
5. To be presented by you, orally, to the class on a date to be announced.
HOMEWORK ASSIGNMENTS

Using a typewriter or word-processor with printer, type an abstract or condensation of ONE current hospitality issue (within the past 12 months) which appears as an article, editorial, investigation, or interview and affects any of the hospitality units in their various settings. Use proper notation techniques, and be sure to supply the name of the publication, the issue date, the issue number, and the page(s) where a complete original may be found. There must be at least one page, double spaced, 10-point type, with left and right margins set at one-inch.

Submit these, TWO each week, for a total of 20 pages, each containing a DIFFERENT article, etc. from a DIFFERENT source. Publications, articles, etc. may not be repeated. The BCC library houses a significant number of related periodicals.

NOTE: In borderline cases, which arise in almost every class each semester, a student's class participation, attitude, and observed effort will be considered in helping to determine the student's final grade.

TEXTBOOK:

There are no specific texts for the course because of the current and timely nature of the material. However, textbooks from other class may be used. In addition, numerous current periodicals are available by subscription to one of the trade and technical periodicals, which address the concerns of a specific type of hospitality unit while optional, is suggested.

OTHER COURSE REQUIREMENTS:

ATTENDANCE: Attendance will be taken at the beginning of class. If the student is not in attendance at that time, that student will be carried in the roll book as being absent unless the instructor is notified immediately after class.

ABSENCES: If the student is not in attendance during a scheduled written exam for any legitimate reason, it is that student's responsibility to bring written, verifiable evidence such as "doctor's note" and to be prepared to take a makeup exam either before, or after the next scheduled class, unless other arrangements have been made beforehand. A zero for the exam will otherwise be issued.

If the student's schedule and the instructor's office hours conflict, an appointment must be made to meet with him/her at a time which is convenient to both the student, and the instructor. It is the student's responsibility to discuss any problem he/she may have in this course with the instructor as soon as possible, so that advice and/or tutoring can be arranged if needed.