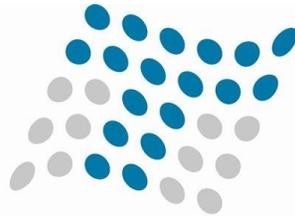


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TECHNICAL COLLEGE
OF THE LOWCOUNTRY

**HOS 256
HOSPITALITY MANAGEMENT CONCEPTS**

COURSE DESCRIPTION

This course is a study of the theory and principles of management as applied to the hospitality industry.

3 Credits
Prerequisite: RDG 100

COURSE FOCUS

This course focuses on the study of the theory and principles of management as applied to the hospitality industry.

TEXT AND REFERENCES

Hospitality, Delmar Cengage Learning, ISBN 978-1-4390-6032-2 Robert Ford, Michael Sturman, Cherrill Heaton,
Managing Quality Service in

COURSE GOALS

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. distinguish between making products and serving guests
2. understand the importance of meeting the hospitality guest's expectations
3. articulate the importance of the guest experience
4. list the components of the guest experience
5. define service quality and service value in the hospitality field
6. understand three generic strategies for positioning products and services
7. identify the organizational planning cycle and how its different elements result in the establishment of the hospitality organization's overall strategic plan and service strategy
8. detail how organizations plan and design the guest experience
9. acknowledge the key external and internal factors that must be examined for successful planning
10. distinguish between quantitative and the qualitative tools used for forecasting in the hospitality environment—external and internal
11. identify the process to determine core competencies
12. understand the importance of including the key drivers of guest satisfaction in the planning process

13. detail the importance and value of product and service branding
14. assess a planning model, showing how components are tied together and action plans are developed
15. recognize why the service setting or service environment is important
16. discuss how the service environment affects guests and employees
17. identify which elements of the service environment need to be managed
18. explain how service environment factors moderate or affect the responses of guests
19. discuss why providing a service environment in which guests feel safe and secure is critical
20. determine why a hospitality organization's culture is so important to service success
21. discuss why the organization's leaders are so important to defining, developing, teaching, and maintaining its culture
22. discuss what essential roles the organization's beliefs, values, and norms play
23. describe how the organization communicates its culture to its employees—through laws, language, stories, legends, heroes, symbols, and rituals
24. recognize the process of recruiting employees who will give excellent guest service
25. discuss internal and external recruitment strategies that organizations use
26. identify standard approaches and techniques for screening and interviewing job candidates
27. consider employee skills, traits, and general abilities that have been found to lead to guest service excellence
28. document the importance of training and development to hospitality organizations.
29. understand the principles and methods used by hospitality organizations to train and develop their employees.
30. discuss how hospitality organizations motivate their employees to provide outstanding guest service
31. recognize how organizations reinforce and reward guest-centered employees
32. articulate how outstanding hospitality organizations fulfill employee needs
33. consider how playing roles can improve guest service
34. outline how, when, and why hospitality organizations encourage or empower guests to help provide their own guest experiences
35. identify which strategies most effectively involve the guest in co-creating the experience
36. summarize what the advantages and disadvantages of guest involvement are for the organization and guest
37. explain why hospitality organizations must sometimes "fire the guest" and how to do it
38. describe the importance and uses of information to hospitality organizations
39. identify ways in which information enhances the service product, setting, and delivery system.
40. consider the sophisticated information systems that hospitality organizations are now using and their advantages and disadvantages
41. explain how to plan, design, analyze, and check the hospitality organization's service delivery system
42. describe how to design a delivery system using several methods, such as flow-charting, blueprinting, the universal service map, and PERT/CPM
43. describe how to use a cross-functional organizational design to deliver a service product
44. explain how to plan and manage the wait
45. discuss how to make any wait for service as short and pleasant as possible
46. explain how to plan for capacity shortages
47. discuss how to simulate a wait
48. explain how to measure the effectiveness of service delivery and of the overall guest experience.
49. describe how to use methods of measuring service effectiveness, including service standards, process strategies, managerial observation, and employee assessment
50. discuss how to acquire guest opinions of service effectiveness using comment cards, surveys (mail, web, and phone), focus groups, and mystery shoppers
51. explain how to determine the costs and benefits of the different methods for acquiring guest opinions
52. describe how to use service guarantees
53. discuss how guests respond when the guest experience fails to meet their expectations
54. explain how organizations should respond when the experience fails to meet guest expectations
55. discuss why fixing service failures quickly—on the spot, if possible—is so important
56. discuss why positive word of mouth is so valuable and bad word of mouth so harmful

57. explain why the recovery method for handling a service failure is so important
58. describe how to learn from service failures
59. explain how guests evaluate the hospitality organization's recovery efforts
60. describe the overarching framework of the three S's—strategy, staffing, and systems
61. differentiate between competing on service and competing on price
62. discuss why great future business leaders must also be guestologists
63. outline the challenges leaders of service firms will face in the future
64. discuss the importance of innovation and managing change
65. Identify the key factors for service leadership
66. Explain the reasons why "it all ends with the guest"

STUDENT CONTRIBUTION

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class. Students are expected to complete all quizzes, exams, and homework assignments according to the published schedule. For TCL attendance policy, please refer to the student hand book.

COURSE EVALUATION

Your grade will be based on the percentage of point's earned/the total number of points possible.

The grading scale for this course is as follows:

90-100=A

80-89=B

70-79=C

60-69=D

0-59=F

*The Instructor reserves the right to modify the number of assignments and/or point totals as needed. The grade scale will not be modified.

COURSE SCHEDULE

This online course material will be posted weekly. It is the student's responsibility to check Blackboard for new assignments, exams and projects. Please pay attention to assignment deadlines. Late work will not be accepted. Please see Blackboard for the schedule of coursework and assignment deadlines.

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.** Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdrawal the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

or

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVW 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVA 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

EMERGENCY TEXT MESSAGE ALERT

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancellations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on "emergency TextAlert at TCL" and fill out the form or go to www.tcl.edu/textalert.asp

Syllabus Safety Addendum

Purpose

The purpose of this safety addendum is to provide each student with safety guidelines during an incident, emergency, or disaster at TCL. In addition, it provides students guidelines for lockdown procedures, evacuation procedures, and active shooter.

Definition

An incident is any event, potential or actual, that may impact normal operations but has no immediate health or life threatening consideration or serious effect on the overall functional capacity of the College. An event of this nature should be reported to the Office of the Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

An emergency is any incident, potential or actual, which may endanger life or health or which affects an entire building or buildings, and will disrupt the overall operations of the College. Outside emergency services will probably be required, as well as major efforts from campus support services. Major policy considerations and decisions will usually be required from the college administration during times of crises. An emergency should be reported immediately by directly using **911** if life or health/injury considerations exist and then to the Office of the President or Vice President for Administrative Services as quickly as possible. Also notify the off-site campus administrator if applicable.

A disaster is any event or occurrence that has taken place and has seriously impaired or halted the operations of the College. In some cases, mass personnel casualties and severe property damage may be sustained. A coordinated effort of all campus-wide resources is required to effectively control the situation. Outside emergency services will be essential. In all cases of disaster, an Emergency Control Center will be activated, and the appropriate support and operational plans will be executed. The disaster should be immediately reported, first by calling **911** and then to the Office of the President or Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

Types of Emergencies

- Hurricane
- Tornado
- Fire
- Biochemical or Radiation Spill
- Explosion/Bomb
- Downed Aircraft (crash which directly impacts campus operations)
- Utility Failures
- Violent or criminal behavior
- Psychological Crisis

Procedures

Active Shooter

Run/hide/fight (<http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video>)

Building Evacuation

1. Building evacuations occur when an alarm sounds and/or upon notification by Security or the Emergency Director.
2. When the building evacuation alarm is activated during an emergency, individuals should exit according to the building evacuation plan and alert others to do the same.
3. Once outside, individuals should proceed to a clear area that is at least 500 feet away from the affected building. Streets, fire lanes, hydrant areas and walkways should be kept clear for emergency vehicles and personnel.
4. Individuals should not return to an evacuated building unless told to do so by Security or the Emergency Director.
5. Individuals should assist persons with disabilities in exiting the building. Elevators are reserved for disabled persons

Campus Evacuation

1. A uniformed Security Guard, the Emergency Director, or an Emergency Resource Team member will announce evacuation of all or part of the campus grounds.
2. All persons (students and staff) are to immediately vacate the campus, or in the case of a partial evacuation relocate to another part of the campus grounds as directed.

Lockdown

1. Clear the halls
2. Report to the nearest classroom/office
3. Assist those needing special assistance
4. Ensure classroom/office doors are closed and locked
5. Turn off lights
6. Stay away from doors and windows (out of the line of sight)
7. BE QUIET and follow instructor's directions
8. Silence cell phones
9. Wait for the "All Clear" before leaving