

**Format CO  
Course Outline**

Managing for Quality in the Hospitality Industry  
Course Title

TH222  
Dept. & Course No.

**I. COURSE DESCRIPTION**

This course covers the fundamentals of management and their applications. The business organization, governing, and organizational environments will be investigated. The various roles that a manager fills will be explored. An introduction to organizational behavior will also be presented.

II. SEMESTER CREDITS:	<u>3</u>		
III. CONTACT HOURS PER WEEK:	<u>3</u>	<u>0</u>	
	Lecture	Lab	Total

IV. PREREQUISITES: None

V. STUDENT LEARNING OUTCOME: VI. COURSE CONTENT:

Upon completion of the course, the student will be able, with 65% accuracy, to:

- |  |   |
|--|---|
| 1. Identify and describe the fundamental roles of management and applications. | A. The fundamental roles of management and applications:<br>1. Traditional bureaucratic roles are to:<br>a. Design, organize, direct and control the work process.<br>b. Motivate the workforce.<br>2. Manufacturing management principles:<br>a. The differences of tangible and intangible products and services.<br>b. Information flow.<br>c. Decisional roles. |
| 2. Identify and describe the hospitality service strategy.                     | B. The Hospitality Service Strategy:<br>1. The Basics of Wow!: The Guest Knows Best.<br>2. Meeting Guest Expectations through planning.<br>3. Setting the Scene for the guest experience  |

4. Developing the hospitality culture where everyone serves.
3. Describe the Hospitality Service Staff.
  - C. The Service Staff:
    1. Hiring and keeping the right people for service.
    2. Training for service
    3. Motivation and Empowerment
    4. Involving the guest in the creation of own experience.
  - D. The Hospitality Service Systems.
    1. Communication for service
    2. Delivering the service
    3. Waiting for service
    4. Fixing service problems
    5. Serving perfectly
    6. Leading the way to service excellence
4. Describe the Hospitality Service Systems.

#### VII. MATERIALS AND EQUIPMENT

- A. Routine classroom materials
- B. TV and VCR
- C. Videos

#### VIII. TEXTS AND REFERENCES

Text:

Robert C. Ford, Ph. E and Cherrill P. Heaton Ph.D. Managing For Quality in the Hospitality Industry, Delmar Publishers-Thomas Learning 2000.B.

#### IX. METHOD OF INSTRUCTION

- A. Lecture
- B. Guest speakers
- C. Field trips
- D. Role plays
- E. Class discussions

X. METHOD OF EVALUATION

A.	Tests (3)	30%
B.	Final exam	20%
C.	Project	10%
D.	Reaction paper	10%
E.	Participation	10%
F.	Observations paper.	20%

Total 100%

Transmutation of percent to letter-grade is as follows:

90-100%	=	A
80-89%	=	B
70-79%	=	C
65-69 %	=	D
0-64%	=	F

Course Level Achievement  
Form B  
(Used for all program courses except shop courses)  
TH 222 Managing for Quality in the Hospitality Industry

Student's Name: \_\_\_\_\_ Semester Year: \_\_\_\_\_

Instructor \_\_\_\_\_  
(Print Full Name)

**OUTCOME RATING SCALE:**

- 5 = EXCELLENT
- 4 = ABOVE AVERAGE
- 3 = AVERAGE
- 2 = BELOW AVERAGE
- 1 = UNACCEPTABLE

Competency #1: Identify and describe the fundamentals of management and their applications.

5	The students are able to identify and describe the fundamentals of management and all their applications with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency #2: Investigate and discuss elements of organization, including governance and work Environment.

5	The students are able to investigate and discuss elements of organization including governance and work environment with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency # 3: Identify and describe various roles the manager plays.

5	The students are able to identify and describe the various roles the manger plays, including the staffing guide, train, motivation and empowerment of employees with at least 90% accuracy.
4	The students are able to complete the above with 80-90% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency #4: Explain an organizational culture, hospitality service systems and teamwork.

5	The students are able to explain an organizational culture, identify hospitality service systems, with discussions of teamwork with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

I certify that the student has completed all the competencies in this course and has achieved ratings as shown in each respective competency.

\_\_\_\_\_  
Instructor's signature

\_\_\_\_\_  
Date