



Syllabus

CUL 270 Hospitality Management Seminar

General Information

Date February 23rd, 2021

Author Jamie Rotter

Department Business

Course Prefix CUL

Course Number 270

Course Title Hospitality Management Seminar

Course Information

Catalog Description Students will learn food service supervisory management as well as human resources in the culinary field. This course will emphasize entrepreneurship in the food service industry as the final project students will create a handbook for employee training and HR policies. Students will also hear from guest speakers that have opened various types of businesses and learn about both the challenges and rewards of starting a business.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

CUL 100 and CUL 105

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Identify attributes and best practices of quality leaders and managers.
2. Incorporate current human resources policies into day-to-day operations planning for the food service team.
3. Quantify the costs of training new team members as well as the costs of not having an effective training program.
4. Produce a handbook for employee training and HR policies.

Outline of Topics Covered

I. Management Theory and Leadership

- Scientific management, Theory X, Y, and Z, the birth of HR as a discipline, the essential differences between leadership and management, organizational culture and management styles.

II. HR- EEOC and following acts

- Civil Rights Act of 1964, Equal Pay Act of 1963, Age Discrimination Act of 1967, The Pregnancy Discrimination Act of 1978, The Immigration Reform and Control Act of 1986, the Americans with Disabilities Act of 1991, The Family and Medical Leave Act of 1993, forbidden questions to ask of an interviewee, cultural diversity in the workplace, and discussion of Title IX and sexual harassment in the workplace and the manager's obligations with regard to these laws.

III. HR- Employee recruitment and selection

- Job specification and description, effective channels to recruit and select potential employees, fair hiring practices, pre-employment screenings, interview tactics and strategies.

IV. HR- Termination and Discipline; Training

- Different training techniques and their effectiveness, at will employment, progressive discipline, the costs of employee turnover, discussion of collective bargaining units and their impact on the hospitality industry.

V. Planning and Goal setting, Decision making, Delegation

- How and when to effectively delegate responsibility to others, as well as types of decision makers and the

pros and cons, how to set reasonable and attainable goals for staff, and professional development.

VI. Motivation, Communication, Supervisory Management

- Tactics and strategies for improving employee motivation and morale, effective communication with employees and supervisors, using employee morale and motivation to maximize productivity, creating a functional teams and work groups, and the problems associated with the lack of the aforementioned skills.

VII. Basics of Accounting and Finance

- Income statements, balance sheets, statements of cash flows, and important ratios including dollars per employee hour, debt to equity ratio, inventory turnover, using assets to secure financing, sources of additional financing and their requirements.

VIII. The Concept and Opportunity: writing a concept statement for the business plan project that will attract investors and employees in the future.

IX. Building Financials

- Fixed cost analysis and planning, assessing fixed costs of operation, understanding what the business needs to do in terms of revenue to remain viable, increasing current revenue streams as well as prospecting for new revenue streams.

X. SWOT Analysis Exercise

- Strategic marketing and management tool to frankly analyze strengths, weaknesses, opportunities and threats from a brainstorming phase to a finished document.

XI. Basics of Real Estate; Rental Versus Ownership

- How to look for a place for your business as well as the benefits and downfalls involved in both owning and renting, physical issues with properties that an operator should be aware of, setting up an advisory board for the business.

XII. Sources of money, Partnerships- Guest speaker for finance.

XIII. Legal Issues with Beginning a Business- Guest speaker for law.

XIV. Business plan project work and consultation

Program Affiliation

This course is required as a core program course in the following program(s)
AAS Culinary Arts