COURSE OUTLINE

1. COURSE PREFIX NUMBER: HRI 270  
   CREDIT HOURS: 3

2. COURSE TITLE: Strategic Lodging Management

3. PREREQUISITES: HRI 154 and ACC 115 or equivalent.

4. COURSE DESCRIPTION: Presents lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. Synthesizes management practices which can be used by entry-level, mid-level, and executive management. Prerequisites: HRI 154 and ACC 115 or equivalent. Lecture 3 hours per week.

5. CONTENT: (Major Headings)

   a. This course consists of the study of lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. The course evolves into a synthesis of management practices that can be used by entry-level, mid-level, and executive management.

6. GENERAL COURSE OBJECTIVES:

   Upon successful completion of the course, the student will be able to

   a. Describe the typical environment of a contemporary hotel, including the sensory attraction, cycles and pace, scope of operations, and competitive nature.
   b. Explain the intangible nature of service and translate service into a merchantable commodity.
   c. Relate concepts of ownership, profit, and service.
   d. Demonstrate an understanding of strategic planning.
   e. Demonstrate the ability to set goals and objectives.
   f. Demonstrate the ability to formulate a strategic plan.
   g. Discuss elements of organizational design, including departmentalization, authority, coordination, and functional organization.
   h. Relate typical meetings as they support interdepartmental coordination.
   i. Discuss concepts of staffing as related to the strategic plan.
   j. Relate concepts of motivation, job satisfaction and performance.
   k. Analyze hotel communications relative to outcomes attainment.
   l. Describe leadership traits, behavior, and styles.
   m. Compare organizations relative to leadership.
   n. Discuss the control function of management.
   o. Explain financial aspects of control, including forecasting, business plans, and the control cycle.
p. Identify management excellence as defined by outstanding practices.

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