Course Prefix and Number: HRI 270
Credits: 3

Course Title: Strategic Lodging Management

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 117 or equivalent. Lecture 3 hours per week.

General Course Purpose: This course is designed to explore the ins and outs of the hospitality lodging industry segment as a leader or operator.

Course Prerequisites and Co-requisites:
Prerequisites: HRI 154 and ACC 117 or equivalent

Student Learning Outcomes:
Upon completing 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; and

p. Identify management excellence as defined by outstanding practices.

Major Topics to Be Included:
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.

Date Created/Updated (Month, Day, and Year): January 14, 2019