

Disney Advanced Studies in Hospitality Management Course

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THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE FOCUS

(44 contact hours)

Credit Recommendation: In the lower division baccalaureate/associate degree category or in the upper division baccalaureate degree category, 3semester hours in Hospitality Management, Hotel & Restaurant Management, Hospitality Administration, Management or Business Administration (1/08).

The Disney Advanced Studies in Hospitality Management Course is an advanced-level course that covers the more complex issues facing Hospitality leaders today. The objective of this course is to prepare students to become entry-level managers in the Hospitality industry by exposing them to contemporary operational issues and situations and equipping them with the ability to analyze problems and develop, propose and implement strategic solutions. Topics covered include leadership, strategic planning, international tourism, organizational behavior, communication, ethics, etiquette, human resource management, hospitality security and guest service, among others. Previous working knowledge of the hospitality industry gained through academic studies and practical experience is helpful. However, a list of supplemental reading material will be provided in week one to help those students without this foundational knowledge.

THE DISNEY ADVANCED STUDIES IN HOSPITALITY COURSE LEARNING OBJECTIVES

- Define effective leadership and describe its importance
- Explain the concept of strategic management and the strategic planning process
- Research a hospitality provider and conduct an organizational analysis
- Examine individual and group behavior within an organization
- Analyze operational issues and propose recommendations
- Develop fair, cost-effective guest service recoveries
- Identify various issues related to human resource functions
- Evaluate the ethical ramifications of contemporary issues
- Conduct an operational audit and critique the quality of a hospitality provided
- Discuss the civil and legal rights and duties of travelers and innkeepers
- Evaluate the impact of terrorism on the travel and tourism industry
- Discuss the hospitality manager's role in creating a safe and secure environment
- Explore technological advances driving efficiency and competition
- Examine market forces affecting growth in the hospitality industry
- Explore new technology, products and services for the 21st century guest
- Predict new trends for the next decade

THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE REQUIREMENTS

ATTENDANCE:

Attendance is required for all of *The Disney Advanced Studies in Hospitality Management* classes. This is an interactive course that requires each participant's involvement. All students will be allowed two absences with or without excuse (student does *not* need to call instructor); however, any absences will affect the participant's final grade. On the third absence, **the student will automatically be dropped from the course.**

REQUIRED MATERIALS AND READINGS:

Textbook (to be purchased prior to class) –

Casado, Matt A. 2006. *Hospitality Management: A Capstone Course*. Upper Saddle River, NJ: Pearson Prentice Hall.

SUGGESTED READINGS:

Cetron, M., Davies, O. and DeMico, F. 2006. *Hospitality 2010: The Future of Hospitality and Travel*. Upper Saddle River, NJ: Pearson Prentice Hall.

Barrows, C. and Powers, T. 2006. *Management in the Hospitality Industry*. Eighth Edition. Hoboken, NY: John Wiley & Sons, Inc.

THE DISNEY ADVANCED STUDIES IN HOSPITALITY MANAGEMENT COURSE ASSIGNMENTS:

- Submission of a one-page summary of a potential hospitality career path
- Collaboration and participation in a SWOT analysis group project
- Submission of a 3-5 page organizational analysis of a local hospitality company
- Collaboration and completion of a situational analysis group project
- Group presentation of the situational analysis and proposed recommendations
- Participation in group case study reviews
- Completion of an operational audit and submission of a 3-5 page critique
- Collaboration and completion of a group problem-solving activity
- Completion of a multiple choice final exam

GRADING POLICY:

Written Assignments (3)	35%
Outline	5%
Career Path Paper	5%
Operational Audit	10%
Organizational Analysis	15%
Final Exam	20%
Group Projects / Presentations	20%
Attendance	10%
Participation / In Class Case Studies	15%

***The Disney Advanced Studies in Hospitality Management Course* is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.**

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
1. Contemporary Issues and Career Opportunities in Hospitality (4 hours)	<ul style="list-style-type: none"> • Recognize Class Expectations and Assignments • Recall the lines of business and disciplines within the Hospitality industry • Explore various career paths • Examine an overview of issues and situations confronting today's Hospitality managers 	<ul style="list-style-type: none"> • Read Chapters 2-5 of the required text (Casado) and Chapter 14 of Management in the Hospitality Industry (Barrows and Powers)
2. Leadership and Strategic Planning (4 hours)	<ul style="list-style-type: none"> • Define effective leadership and describe its importance <ul style="list-style-type: none"> ○ Define leadership ○ Examine the personal traits and characteristics of hospitality leaders ○ Discuss the leadership behavior of successful hospitality managers ○ Describe the types of leadership power ○ Explain the concept of situational leadership • Explain the concept of strategic management and the strategic planning process <ul style="list-style-type: none"> ○ Discuss the concept of strategic management ○ Describe the nature and purpose of strategic planning • Research a hospitality provider and conduct an organizational analysis • Demonstrate how to conduct a SWOT analysis 	<ul style="list-style-type: none"> • Research and write a one-page paper on a chosen career path • Read chapters 10 and 14 of the text (Casado) • In-class: Refer to the text (Casado) pages 109-114 SWOT Analysis • In-class: Read case study 10.1 on page 112 of the text (Casado)
3. Organizational Behavior and Communication (4 hours)	<ul style="list-style-type: none"> • Examine individual and group behavior within an organization <ul style="list-style-type: none"> ○ Examine organizational structures within the hospitality industry ○ Discuss group behavior in hospitality organizations ○ Examine individual behavior within hospitality organizations ○ Review elements of the communication process ○ Explore impromptu speaking ○ Explain the skills needed for effective face-to-face communication ○ Examine characteristics of effective written communication ○ Evaluate the merits of political correctness <ul style="list-style-type: none"> ▪ Technological Advances ▪ Ethical / Legal Considerations • Analyze operational issues and propose recommendations • Develop fair, cost-effective guest service recoveries 	<ul style="list-style-type: none"> ▪ Research a local hospitality provider. Prepare an outline and list of references for an organizational analysis that includes the company's background, the SWOT analysis, your conclusions and recommendations. <ul style="list-style-type: none"> ○ The outline and list of references are due next week. ○ The 3-5 page organizational analysis is due in two weeks. ▪ Read Chapters 12 and 13 of the text (Casado). • In-class: Case study from either Chapter 3 or 4 of Hinkin.
4. Situational Analysis and Group Proposal (4 hours)	<ul style="list-style-type: none"> • Demonstrate the ability to work collaboratively • Analyze an organizational issue thoroughly and objectively • Propose well formed recommendations and solutions • Deliver an engaging and thought provoking 	<ul style="list-style-type: none"> • Complete the preparation of a group proposal; rehearse presentation for next week • Finish Organizational Analysis 3-5 page paper; submit next week

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
<p>5. International Tourism and Guest Expectations (4 hours)</p>	<p>presentation</p> <ul style="list-style-type: none"> • Examine market forces affecting growth in the hospitality industry <ul style="list-style-type: none"> • Define globalization • Discuss the merits, drawbacks, and inevitability of globalization • Discuss international tourism • Identify global hospitality providers • Discuss international travel and tourism • Evaluate recent trends in world travel • Examine the increasing demands of today's guest: <ul style="list-style-type: none"> • Guest Diversity • Special needs/Inclusion • Globalization • Customization – Vacation Planning. Examples: meal plans, etc. • Personalization – Resort standards. Example: using Guest's name • Discuss how expectations drive standards 	<ul style="list-style-type: none"> ▪ In-class: Watch a Travel and Tourism video.
<p>6. Human Resource Issues and Ethics (4 hours)</p>	<ul style="list-style-type: none"> • Identify various issues related to human resource functions <ul style="list-style-type: none"> • Examine challenges involved in recruiting and hiring hospitality employees • Evaluate the importance of training & development to hospitality organizations • Explore workforce inclusion and discrimination in the hospitality industry • Discuss the challenge of managing a multi-generational hospitality workforce • Evaluate the ethical ramifications of contemporary issues <ul style="list-style-type: none"> • Differentiate between ethical and unethical behavior in the hospitality industry • Consider the ethical ramifications of the following: <ul style="list-style-type: none"> • Benchmarking • Best practice sharing • Profitability • Treatment of employees • The environment 	<ul style="list-style-type: none"> ▪ Read Chapter 11 of the text (Casado) ▪ In-class: Case Study from either Chapter 1, 2 or 3 (Hinkin) ▪ In-class: Watch an Ethics video.
<p>7. Benchmarking Operational Audit (No Class – Field Exercise – 4 hours)</p>	<ul style="list-style-type: none"> • Conduct an operational audit and critique the quality of a hospitality provider <ul style="list-style-type: none"> ○ Visit a local hospitality provider ○ Evaluate the level of service provided to you personally in one of the following functional areas: <ul style="list-style-type: none"> ▪ Restaurant Operations ▪ Beverage Operations ▪ Hotel Front Desk or Concierge ▪ Travel Agent, Vacation Planner ▪ Theme Park Operations • Analyze operational issues and propose 	<ul style="list-style-type: none"> • Read Chapter 15 of the text (Casado)

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
	recommendations <ul style="list-style-type: none"> ○ Write a three-five page critique of the service quality you personally experienced 	
8. Legal Considerations (4 hours)	<ul style="list-style-type: none"> • Discuss the civil and legal rights and duties of travelers and innkeepers <ul style="list-style-type: none"> • Review the basis of the US legal system • Discuss the civil and legal rights of travelers and innkeepers • Examine the hospitality implications of contract law • Explain the principles of negligence as related to the hospitality industry • Discuss employment laws and regulation affecting hospitality • Examine the impact of Sarbanes-Oxley to the hospitality industry 	<ul style="list-style-type: none"> • Complete a Benchmarking Operational Audit of the local hospitality provider you researched in Module Two • Write a three-five page critique of the service quality you personally experienced; this Organizational Analysis paper is due in Module Nine • In-class: Real time Case Study
9. Security and Loss Prevention (4 hours)	<ul style="list-style-type: none"> • Evaluate the effect of terrorism on the travel and tourism industry • Examine robbery, fraud, and other crimes common to hospitality providers • Discuss the hospitality manager's role in creating a safe and secure environment for Guests including plans for <ul style="list-style-type: none"> ○ What hospitality managers can do to help prevent crime ○ Handling the responsibilities that a hospitality manager has after a crime occurs 	<ul style="list-style-type: none"> • Complete the three-five page Organizational Analysis paper of the Service Provider visited • In-class: Real time Case Study
10. Guest Situations, Service Recovery and Trends Shaping the Future of Hospitality (4 hours)	<ul style="list-style-type: none"> • Examine the impact of negative Guest Situations on the hospitality industry • Emphasize the importance of creating an effective Guest Service Recovery Process • Explore technological advances driving efficiency and competition • Examine market forces affecting growth in the hospitality industry • Explore new technology, products and services for the 21st century guest • Predict new trends for the next decade • Review for the Final Exam 	<ul style="list-style-type: none"> • No homework; begin reviewing and preparing for final exam in Module 11
11. Final Exam (4 hours)	<ul style="list-style-type: none"> • Complete the Advanced Hospitality Management final examination 	<ul style="list-style-type: none"> • Prepare for final examination