



# COURSE OUTLINE

**Please save a copy onto your computer before filling in the form**

**Course Name:** Management Principles

**Department Head/Coordinator:** Michael Tittel

**Effective Date:** September 2014

<b>School or Centre:</b>		<b>Department:</b>	
School of Hospitality and Business		Hospitality Management Diploma	
<b>Course History:</b>		<b>Year of Study:</b>	
Revised Course		2nd Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	HOSP 2218	<b>Course Number:</b>	HOSP 2370
		<b>Number of Credits:</b>	3.0

**Course Pre-requisites (if applicable):**

**Course Co-requisites (if applicable):**

HOSP2470 Organizational Behaviour

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

**Course Description:**

This course provides students with specific management tools to use in decision-making in the hospitality industry. The key areas of time management, strategic planning, organizational design, productivity, and supervisory training are examined. Theoretical principles introduced in the first three terms are validated with practical applications and simulations using examples from students' practical experience.

**Note to instructors:** An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

### **Instructional Strategies:**

Demonstrations, computer simulations, group work

### **Course Learning Outcomes:**

Successful students will be able to:

1. Compare forecast revenues with actual revenues for a hotel
2. Prepare hotel staff training objectives and evaluate outcomes
3. Prepare marketing plans for a hotel and evaluate outcomes
4. Develop reports based on a hotel's financial and operational progress
5. Develop strategies to enhance a hotel's performance
6. Create effective goals and objectives for a hotel's financial and operational success
7. Evaluate a hotel's performance regarding its major revenue and cost centres
8. Develop a capital plan for a hotel

### **Program Learning Outcomes:**

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

**Evaluation/Grading System** *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

**Components and Weighting of the Assessment/Evaluation Plan:** *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Participation	10	
Quizzes/Tests	30	
Assignments	20	Mid-term report
Assignments	20	Final report
Final Exam	20	
	<b>Total</b>	<b>100</b>

**Learning Environment/Type** *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
J - Classroom/Online (Mixed Mode)	15	
B - Lab (Computer, Chemistry...)	30	Computer lab, small group work
<b>Enter Total Hours</b>	<b>45</b>	

**Resource Material(s):**

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. Simulation software
2. Gathering and analyzing data
3. Inputting and adjusting reporting information
4. Decision-making and problem-solving
5. Business plans
6. Marketing plans
7. Financial reports
8. Performance enhancement strategies

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

<b>Date Approved by Education Council:</b>		<b>Date Approved by VCC Board (if applicable):</b>	
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