

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 102 HOTEL - RESTAURANT ORGANIZATION AND MANAGEMENT II (3 CR.)

Course Description

Introduces the history, opportunities, problems and trends of the hospitality industry. Covers the organization of the various sectors of the hospitality industry including human resources, general business considerations, and management theory. Part II of II. Lecture: 3 hours per week.

General Course Purpose

The basic purpose is to provide the student with general knowledge of business and management principles in preparation for a managerial role in a lodging or food service business. The course will focus on:

- Fundamentals of business and economics for the hospitality industry
- Ethical behavior and social responsibility
- Competing in the global economy
- Forms of business ownership and business combinations
- Functions and roles of management
- Organizing and working in teams
- Motivating today's workforce and employee-management relations
- Distribution and promotional strategies, marketing principles and practices
- Analyzing and using financial information
- Understanding banking and securities

Course Prerequisites/Co-requisites

No prerequisites.

Course Objective

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

- Explain what an economic system is and name the three major types of economic systems and contrast doing business under capitalism, communism, and socialism
- Identify the major economic roles of the U.S. government
- Explain how supply of and demand for hospitality services interact to influence price
- Differentiate between absolute, comparative, and national competitive advantage
- Identify techniques that nations use to protect their domestic industries
- Recognize steps that business is taking to encourage ethical behavior and social responsibility.
- Describe three philosophical approaches to resolving ethical questions in business
- List the four rights of consumers
- Discuss the basic forms of business ownership and the advantages and disadvantages of each.
- Identify factors that have contributed to the growth of the service sector
- Explain the role that goals and objectives play in management
- Define the four management functions and three leadership styles
- Identify how total quality management is changing the way hospitality businesses are managed.
- Explain the concepts of authority, accountability, responsibility, delegation, and span of management

- Differentiate vertical organization from horizontal coordination
- Describe the primary types of teams
- List the main components of good human relations with an organization
- Explain how the five levels of Maslow's hierarchy of needs relate to employee motivation.
- Identify the effects on employee motivation in Herzberg's two-factor theory
- Review Theory X, Theory Y, and Theory Z on employee motivation and management style
- Discuss how technology is shaping the marketing function in the hospitality industry
- Describe the factors that influence the buyer's purchase decision
- Distinguish between relationship marketing, database marketing, and one-to one marketing.
- Identify the basic components of the marketing mix
- Specify the stages in the product life cycle
- Differentiate financial accounting from management accounting
- Describe the importance of accounting information to a business= publics
- State the basic accounting equation, and differentiate between cash basis and accrual basis accounting
- Identify the purpose of the balance sheet, income statement, and the statement of cash flows
- Describe the role of the financial manager
- List the main advantages and disadvantage of debt and equity financing
- Discuss how the Federal Reserve System influences the money supply
- Explain the differences between common stock, preferred stock, and bonds
- Describe mutual funds and describe their main benefits
- Discuss how the Internet is redefining the investment industry
- Explain the role of the government as a supporter, partner, and customer of business, and its role as a watchdog, regulator, and taxing authority

Major Topics to be Included

- Foundations of American Business
- Forms of Business Enterprise
- Small Business and Franchises
- Economic Business Systems
- Computers and Information Technology
- Asset Management
- Accounting Fundamentals
- Short Term Financing
- Long Term Financing
- Management: A New Way of Thinking
- The Planning Function In Hospitality Management
- The Organizing Function in Hospitality Management
- The Staffing Function In Hospitality Management
- The Control Function In Hospitality Management
- Leadership and the Directing Function In Hospitality Management
- Marketing
- Developing A Marketing Program: The Marketing Mix
- Some Views of the Future