

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 270 – STRATEGIC LODGING MANAGEMENT (3 CR.)**

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. Lecture 3 hours per week.

General Course Purpose

The general goal is to prepare the student to assume leadership roles in the lodging industry. To attain this goal, the student will demonstrate the ability to:

- A. Analyze critical issues in the lodging environment
- B. Solve complex problems in lodging operations management with poise and confidence
- C. Identify major roles in the lodging sector
- D. Discuss current trends in lodging and how it impacts the hospitality and business industries
- E. Develop an adequate professional vocabulary

Strategic Lodging Management is a one semester, three-credit course.

Course Prerequisites/Co-requisites

HRI 101, HRI 102 or instructor's approval.

Course Objectives

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

- Identify the growth and development of the lodging industry
- Compare and contrast the organization and management with daily operational activities
- Itemize the role and responsibilities of a general manager in the property
- Analyze the development of international lodging
- Explain financial aspects of control, including forecasting, business plans, and the control cycle
- Describe leadership traits, behaviors, and styles
- Discuss elements of organizational design, including departmentalization, authority, coordination, and functional organization
- Demonstrate the ability to formulate a strategic plan
- Demonstrate the ability to set goals and objectives
- Identify management excellence as defined by outstanding practices
- Discuss the control function of management
- Analyze hotel communication relative to outcomes attainment
- Relate concepts of motivation, job satisfaction, and performance
- Relate concepts of ownership, profit, and service

Major Topics to be Included

- Lodging Career Opportunities
- Role of the General Manager
- Front Office Operations
- Marketing in Lodging
- Human Resources
- Revenue Management
- Management & Supervision