

SOUTH SEATTLE COMMUNITY COLLEGE
Technical Education Division

COURSE OUTLINE
Thomas Mayburry
1/15/2009

DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Hospitality Capstone Class
COURSE NUMBER:	HMG 491
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by the instructor.

COURSE DESCRIPTION: This is a project-based course integrating all components of the curriculum. This course is designed to help the student with continued development of skills to understand and apply cause and effect relationships between Performance Measures (PM) [effects] and their causes which include: Competitor, Company, Demand (consumer behavior) and Environment & Trends. By the end of the course students will be able to analyze the business situation, analytically think about the situation, and “make their evaluation and recommendations” based on available information.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication
2. Computation
3. Human Relations
4. Critical Thinking and Problem Solving
5. Technology
6. Personal Responsibility
7. Information Literacy

PROGRAM OUTCOMES ADDRESSED:

1. Read and analyze financial statements and budgets.

2. Demonstrate specific hospitality industry accounting skills.
3. Describe a hospitality business philosophy.
4. Utilize computer technology.
5. Describe the building of a brand positioning statement.
6. Demonstrate expertise in hospitality sales and marketing.
7. Demonstrate confidence in leveraging Internet marketing.
8. Demonstrate a competency in understanding and executing human resource; policy and practices consistent with organization objectives and third party regulatory entities.
9. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics.
10. Apply basic principles of management and leadership.
11. Recognize diversity of cultural influences and values.
12. Manage and implement daily operations of a hospitality enterprise.
13. Understand and apply basic principles of business law and ethics.

GENERAL COURSE OBJECTIVES:

At the conclusion of this course, successful students will be able to:

1. Develop analytical thinking, problem identification, problem prioritizing, and problem solving skills.
2. Understand and apply the cause and effect relationships between Performance Measures (PM) [effects] and their causes which include: Competitor, Company, Demand (consumer behavior) and Environment & Trends.
3. Learn and practice working in teams in a realistic setting to accomplish a business project.
4. Develop the ability to plan, analyze and apply market research and information systems knowledge for the strategic business planning process for hotels and restaurants.
5. Develop strategies to deliver results of team business decisions to investors and potential investors.