Course Code: Title	HTM203: HOS & TOURISM STRATEGIC MGT & LEADERSHIP
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	21F, 22W, 22S
Course Description:	This course provides an in-depth examination the strategic role of leadership in hospitality and tourism organizations. Students will explore varying styles of leadership and the characteristics of a successful leader, and will be given the opportunity to explore their own style of leadership. Course material will cover effective leadership of individuals and teams, communication skills, conflict resolution, negotiation and problem solving skills in a theoretical and applied approach.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1076 - HOSPITALITY MGNT** VLO 1 Support business development by taking into account economic, political, social, global, and intercultural factors that influence the development of services, marketing strategies, customer retention, and sales programs. VLO 5 Support business development through the implementation of corporate sustainability, corporate social responsibility, and ethics principles. VLO 6 Evaluate existing business and marketing programs to generate recommendations for local and global initiatives that support the strategic alignment of the organization's business plan. VLO 9 Optimize negotiation frameworks to win support within various organizations across jurisdictions and cultural settings.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.

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	others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Essentials of Strategic Management by Hunger, J et al Edition: 5th 2011
Course Outcomes and Learning Objectives:	

Course Outcome 1	**Learning Objectives for Course Outcome 1**
Define and explain the strategic management process.	1.1 Analyze the internal and external environment of firms in hospitality and tourism. 1.2 Discuss the central role of knowledge in today`s economy and leveraging human capital in strategy formulation. 1.3 Determine how to create and sustain competitive advantages. 1.4 Describe the industry life-cycle stages and the strategic implications.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Explore and investigate strategies related to diversification, global markets, internet and e-business capabilities.	2.1 Explain how firms create value through diversification. 2.2 Analyze how tourism and hospitality company`s achieve competitive advantages in global markets. 2.3 Evaluate how the internet is affecting the five competitive forces and how to leverage its capabilities.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Critique control and leadership practices used in the hospitality and tourism sector.	3.1 Analyze different leadership styles of successful managers in the hospitality and tourism industry. 3.2 Examine key factors which contribute to the success of leaders, including workplace politics, personal power and motivations. 3.3 Describe the challenges of attaining behavioral control and the role of corporate governance. 3.4 Discuss strategic leadership challenges and how to develop a learning and ethical organization. 3.5 Complete individual activities to critique the developing leadership style of each student.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Identify and discuss how companies manage innovation and foster corporate entrepreneurship	4.1 Discuss the types, challenges, and management of innovation and the process of collaborating with innovation partners. 4.2 Analyze focused approaches to corporate entrepreneurship

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	in hospitality and tourism.	and how to measure the success of entrepreneurship activities. 4.3 Describe the role of evaluation and control in strategic management. 4.4 Explain how to conduct a strategic management case analysis.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignment / Projects	18%
Exam 1	23%
Exam 2	24%
Exam 3	23%
Quizzes	12%

Date: July 28, 2021

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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