

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

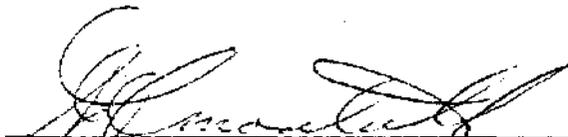
COURSE OUTLINE

Course Title: MANAGEMENT TECHNIQUES FOR HOTELS & FOOD & BEVERAGE MGMT.
Code No.: HMG 212-5 (Bt^JJ^- ':J<'*M ') lr>
Program: HOTEL & RESTAURANT MANAGEMENT ^
Semester: _____
Date: SEPTEMBER 1983
Author: KEITH MAIDENS, MCHI

New:

Revision:

APPROVED:


Chairperson

Date

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MANAGEMENT TECHNIQUES FOR HOTELS
AND FOOD & BEVERAGE MANAGEMENT
Course Name

HMG 212-5
Course Number

TEXT: "Management of Service Operations Text, Cases, and Readings",
by Sasser, Olsen, Sychof, Allyn and Bacon.

OBJECTIVE

To familiarize, through actual cases, the student with current management problems experienced in the hotel and restaurant business today, both at the corporate and small business level.

METHOD:

- (1) Analysis of cases, discussion questions, and the student's suggested strategy for the solution using recommended management techniques.
- (2) Student will be required to sell, organize and supervise one private banquet function based on previous semester {Function Organization} learned systems.
- (3) Student will select, organize and schedule an appropriate theme night using the sales and motivational tools acquired in previous semester activities.

TOPICS:

Service Delivery System:

- (1) Production Line Approach.
- (2) Price & Promotion/Balancing Quality and Price,
- (3) Capacity Planning.
- (4) Organizational Design.
- (5) Tools of Analysis.
- (6) The Operation Manager.
- (7) Facilities Planning vs. Scheduling.
- {8} Site Selection.
- (9) Growth Stage.
- 10) Maturity Stage.

EVALUATION:

Students will be graded on their cases:

- (1) Research
- (2) Presentation
- (3) Solution and Implementation

Gallery Banquet Sales

Gallery Theme Night

On-going Gallery management competence according to Manual and job description.

Cases:	25%
Banquet & Theme:	25%
Weekly Gallery:	50%
Passing Mark:	60%

