

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: _____
HOSPITALITY ADMINISTRATION

Code No.: _____
HMG 212

Program: _____
HOTEL & RESTAURANT MANAGEMENT

Semester: _____
IV

Date: _____
JANUARY, 1988

Author: _____
K. SIEBERTZ

New:

Revision:

X

APPROVED: _____
Chairperson
Chairperson

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HOSPITALITY ADMINISTRATION

HMG 212

Course Name

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TEXT: "Gallery Operational Manual"
"Job Descriptions - Gallery"

REFERENCE: Texts used in Food Service I and II, Personnel Management - Supervisor's Survival Kit, Library - Theme - Ethnic - Menu Planning Texts.

OBJECTIVES r

- 1) Practical application of theory developed in the techniques discussed in managing and supervision of Gallery personnel.
- 2) To introduce the student to the practical application of planning, organizing, communicating, and report systems used in Hotels and Restaurants.
- 3) To develop in the student an ability to plan, organize, execute a function of his/her choosing and become aware of the acceptability of the idea from his/her peers and the marketplace (theme night).

METHOD:

- 1) Students will be rotated through various supervisory positions in Gallery operation.
- 2) Students will be exposed to various types of functions; (luncheons, dinners, buffets, cocktail parties, etc.) and will be expected to plan, organize, and execute their supervisory responsibilities within the guidelines established.
- 3) The student will be expected to choose a theme night. Research, plan, organize and motivate his/her peers to the successful completion of the event according to the evaluation sheet distributed.

METHOD:

Written report of his/her Theme Night based on evaluation sheet topics and future recommendation.

ATTENDANCE:

The criteria used is one of employer/employee. To maintain a semblance of true work environment and ensure the proper administration of service in the Gallery, absence from meetings, functions, and prescribed scheduled duties will forfeit the student's right to continue in the course due to his/her unreliability. (3 labs or Gallery functions over a semester will be graded incomplete and student would have to repeat). Theory classes are prescribed scheduled duties under the criteria of evaluation for marking purposes.

EVALUATIONS:

- 1) Direct application of personnel management theories.
- 2) Application of sales techniques taken in Banquets and Convention Sales.
- 3) Adherence to standards and job descriptions of Gallery Management.
- 4) Gallery Theme Night - see specific evaluation of event.
- 5) At various times in term, special events may arise and evaluations of these functions will contribute to the student's term grade.
- 6) The requirements stated under "Attendance" are part of the evaluation system.

THEME EVALUATION

- 1) Advance Publicity:
 - A) Local involvement
 - B) College involvement
- 2) Advertising & Promotion:
 - A) Posters
 - B) Flyers
 - C) Personnel
- 3) Interior Decor:
 - A) Walls/Tables
 - B) Use of Volunteers - internal
- external
 - C) Menu
 - D) Music
- 4) Staff Participation:
 - A) Knowledge of Theme and Objective
 - B) Costumes
 - C) Active Involvement in Theme Projection
- 5) Gimmicks and/or Guest Participation: