

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
NORTHERN ONTARIO HOSPITALITY AND TOURISM INSTITUTE
SAULT STE. MARIE, ONTARIO, CANADA

COURSE OUTLINE

COURSE TITLE: HOSPITALITY ADMINISTRATION

CODE NO.: HMG212_____SEMESTER; 4

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

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DATE: 1998 01 02 PREVIOUS OUTLINE DATED: 1996 12

APPROVED:

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DEAN, SCHOOL OF BUSINESS
& HOSPITALITY

J o ^ t h f
DATE

TOTAL CREDITS: 3

PREREQUISITES: HMG 232

LENGTH OF COURSE: 4 HR.AVK. TOTAL CREDIT HOURS: 48

COURSE DESCRIPTION:

This course will provide second-year hospitality students with practical training as managers in a fully operational dining room. The students will apply and develop their knowledge, skills and values in all of the management functions; planning, organizing, co-ordinating, staffing, directing, controlling and evaluating. Students will have the opportunity to rotate through various management positions in the Northern Ontario Hospitality and Tourism Institute's "Gallery" and banquet room. Further, students will continue to develop their interpersonal, problem-solving, communication, thinking and teamwork skills as they meet the challenges presented in a food and beverage operation. Specifically, students will apply and develop the aforementioned knowledge and skills during "theme nights", private functions and "a la carte" nights in the food and beverage operation known as " the Gallery" and banquet room.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE.

Upon successful completion of this course the student will demonstrate the ability to:

- 1) Apply human resources and leadership knowledge and skills to enhance performance as an employee and team member, and to contribute to the management of a hospitality enterprise.

Potential elements of the performance:

- *work with minimal supervision
- *apply leadership and supervisory techniques in hospitality settings
- comply with current employment and human rights legislation
- *define the manager's role in providing hospitality
- *plan, organize, staff, co-ordinate, direct, and control a food and beverage operation (theme nights, private functions and a la carte nights)
- evaluate service staff performance
- evaluate own management performance

- *schedule staff meetings prior to the opening of the food and beverage operation
- *supervise correct dining room set up
- *assist in the orientating and training of formal dining room and beverage service
- *assist in the orientating and training on the point-of-sale system
- *liaise with chef to verify menu content and presentation
- monitor, call, and reconfirm all reservations

- 2) Ensure a high degree of customer satisfaction by providing hospitality services in a professional manner.

Potential elements of the performance:

- *use correct business etiquette and protocol
- comply with policies related to ethical behaviour and codes of conduct
- employ effective interpersonal skills in dealing with customers and coworkers
- *adhere to professional standards of dress, hygiene, and grooming
- establish and maintain a rapport with the customer and respond in a positive and timely manner to customer complaints, adapting service to meet customer needs and expectations
- monitor guest behaviour and apply strategies for handling disruptive or inappropriate behaviour
- ensure quality service by adhering to house policies and standards related to service, by monitoring service quality, and by making recommendations for improving service
- apply the principles of customer service in hospitality settings

- 3) Contribute to marketing effectiveness to promote successful operation of a hospitality enterprise.

Potential elements of the performance:

- apply the principles of selling to hospitality situations, including using effective personal selling techniques, up selling, and making sales calls
- *assist in the development of effective advertising and promotion strategies, including the use of public relations and the media
- perform advertising duties in menu design, production and promotion

- 4) Support the provision of healthy, safe, and well-maintained hospitality environments.

Potential elements of the performance:

- prepare and/or monitor documentation such as schedules, reports, contracts, and checklists, required for the provision and maintenance of hospitality services and facilities
- *act in accordance with legislation governing safety and security in the workplace
- follow safety regulations and health and sanitation codes

- 5) Apply computer skills to support the performance of a variety of functions in the hospitality industry.

Potential elements of the performance:

- adapt to various and changing technologies, systems, and computer applications for the hospitality industry
- prepare correspondence, reports, and other print documents for hospitality situations using appropriate software
- apply computer concepts to hospitality applications using manuals and aids related to a specific software program

- 6) Perform effectively as an accommodation operations team member.

Potential elements of the performance:

- *respond to guests' and coworkers' requests and concerns in a positive and timely manner
- *apply knowledge of the organization of an accommodation facility, including guest service departments, to interact appropriately with coworkers and to anticipate and effectively respond to guest needs
- *use knowledge of guest service departments and policies to enhance front office job performance

- 7) Perform effectively as a member of a food and beverage preparation and service team.

Potential elements of the performance:

- *set up and maintain an organized work station
- * prepare and present alcoholic beverages including mixed drinks
- maintain bar inventory and organize bar equipment and supplies
- *order, receive and stock supplies from the kitchen, liquor room and central stores
- *select and use correct tools, equipment, supplies, and techniques for food and beverage preparation and service
- *take, record, retrieve, serve, and clear orders for food and beverage, and complete follow-up service including processing guest cheques
- participate effectively in the planning and provision of services for special events (theme nights and private functions)
- assist timely and competent food and beverage preparation and service by applying team and leadership skills
- comply with legislation governing alcohol service and complete the requirements of the Smart Serve Program
- implement safety regulations and health and sanitation codes related to food and beverage preparation and service

- 8) Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Potential elements of the performance:

*solicit and use constructive feedback in the evaluation of her/his knowledge and skills

identify various methods of increasing professional knowledge and skills

*apply principles of time management and meet deadlines

*recognize the importance of the guest, the server-guest relationship, and the principles of good service

HI. TOPICS

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

*seven management functions in conjunction with the dining room and bar operation (planning, organizing, co-ordinating, staffing, directing, controlling and evaluating)

*correct formal dining room set up

*correct formal dining room etiquette

*four main types of service

*table side cooking

* proper wine handling, sale and service

* correct beverage service

*standard opening and closing duties

*customer satisfaction

*order-taking and maintaining service

*suggestive selling techniques, up selling, making sales calls

Responsible service of alcohol

•manager's role

*food and beverage operation terminology

- 'review safety, health and sanitation regulations
- "review operation of point-of-sale system (Squirrel)
- 'review methods of evaluation for managers and staff
- Verify staffing schedules on a weekly basis
- 'telephone skills and reservations

REQUIRED RESOURCES/TEXTS/MATERIALS:

"The Gallery" Management Procedures Manual, revised September/October, 1997.

V. **EVALUATION PROCESS/GRADING SYSTEM**

FINAL GRADE REPORTING

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding Achievement
B	70% - 79%	Consistently Above Average
C	60% - 69%	Satisfactory
R	Below 60%	Repeat - objectives have not been met
CR		Credit exemption
X		A temporary grade, limited to extenuating circumstances, giving a student additional time to complete course requirements

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

EVALUATION

Management Duties and Responsibilities	70%
Project (theme night)	30%
Total	100%

Attendance in all dining room theory classes, labs, demonstrations and meetings is mandatory. Failure to attend will result in the removal of the student from the course.

In addition, students are required to participate in a minimum of three college functions (including Gourmet Dinner, and Advisory Committee Dinner) in order to fulfill their obligations in this course.

GUIDELINES RE GRADING:

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be typed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless the student and the professor have come to an agreement prior to the due date.

All staff evaluation forms are due at the end of each lab and must be 100% complete. Further, all forms must be collected by the Gallery manager and handed in to the professor.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES**Dress Code**

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.

Plagiarism

Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities." Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Substitute course information: available at Registrar's Office.

The professor reserves the right to modify the course as deemed necessary.