

Hospitality and Tourism 2B: Hotel and Restaurant Management Course Syllabus

What you will learn in this course

Hospitality and Tourism 2B: Hotel and Restaurant Management

Prepare yourself for a high energy career in hotel and restaurant management. Building upon the prior prerequisite course, learn about different management styles and how to develop job descriptions and business plans. Important topics, such as the laws and regulations that govern hotels and restaurants will also be covered. Preparing menus, advertising vacancies, performing interviews, and how to be financially conscious will all be discussed, making this course a comprehensive tool for those planning on entering the hotel and restaurant management industry.

Unit 1: Management Skills

You're up before the sun, coffee in hand, ready to take on the day. The buzz of conversation fills the air the moment you set foot into the building. You take a step in, looking around at the staff, customers, and guests who are bouncing around every which way. You wear a friendly smile and greet everyone you meet. You are a hospitality manager! You thrive in this organized chaos. You breathe in the moving and shaking of each piece of your organization's puzzle, knowing your next move before the first one even takes place. It's a demanding job, but you're up for the challenge! Together, we'll learn management skills related to leadership, employee supervision, and communication as these are the backbone of your hospitality business. Let's dive right in!

What will you learn in this unit?

- Discover different management styles
- Describe what it means to be a leader
- Discuss the importance of fostering teamwork
- Understand the importance of communication

Unit 2: Hiring, Managing and Retaining Talent

If you do a quick Google search, you will find that there are around 7.6 billion people in the world at this very moment. But the question is: which of these unique individuals is the right fit to be hired into your business? As a hospitality manager, part of your job is to find and select the employees you are going to work with. But can you just tap the first five people you meet on the street and assemble your all-star team? How does the overall hiring process work? Together, we'll dive into the next group of moving puzzle pieces in the hospitality industry: we are going to go through the hiring process, helping you develop the skills needed to not only make a hire but to bring on a team member that will truly be an asset to your company.

What will you learn in this unit?

- Formulate a strategy to advertise open positions
- Create job descriptions for each position in your company
- Recruit and interview to fill any position
- Train employees to be lasting members of your team

Unit 3: Diving into the Details

Who knew that learning about how to manage a hotel or restaurant would feel so much like a game?! By now, we have mentioned many of the different “pieces of the puzzle” that make up hospitality management. Even though it seems as if we have connected quite a few pieces together already, we are really just breaking into this puzzle! Our next few pieces all relate to the details of running a hotel. These are the puzzle pieces in the box that have lots of tiny little features drawn upon them—the ones that might take a while to fit into the whole. But never fear! We are going to flex that leadership muscle and dive right in to discover how to fit those pieces into our overall picture and form the foundation of our hospitality organization.

What will you learn in this unit?

- Know what a business plan is, and what you should include in yours
- See how the different departments that make up your hotel all weave together
- Understand some of the financial tasks you’ll take on when running a hospitality business
- Discover laws and regulations that affect the hotel industry

Hospitality and Tourism 2B Midterm Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first three units in this course (Note: You will be able to open this exam only one time.)

Unit 4: Marketing Madness

Your team is assembled, and you’ve organized all of the many details you’re responsible for. When you put these things together with your specific managerial style, you really start to see all of the tiny pieces coming together to work as a cohesive unit. Your hotel business is making moves! Now that you have the makings of a business you can be proud of, it’s time to start focusing on getting that business booming! In the hotel world, in order to make sure your hotel is profitable, you need customers. And, to get those customers to come in, you are going to need to perfect your marketing and sales techniques. You already have the nuts and bolts — now it’s time to make that machine run!

What will you learn in this unit?

- Understand competition in the hospitality industry
- Discover marketing tools to enhance your business

- Fine tune your sales strategies and skills
- Find ways to continually grow in the hospitality industry

Unit 5: Restaurant Operations

Just when you think you've connected all your hospitality puzzle pieces together, you realize you forgot about the restaurant expansion pack that goes along with it! While this expansion pack is optional, and doesn't necessarily accompany every hotel, it's still important to be familiar with. While we know that not every hotel has a built-in restaurant, it's a common addition to many hotels and is something you should be ready for. Let's roll up our sleeves, fire up our taste buds, and get back into it! A manager's job is never done!

What will you learn in this unit?

- Explore the different types of restaurant establishments
- Prepare a menu for your restaurant
- Understand the positions involved in the restaurant business
- Be financially conscious of your hotel restaurant

Unit 6: Marketing the Restaurant

You are now a pro at setting up restaurants and know what it takes to get that restaurant up and running. What we need to do now as a hotel and hospitality manager is keep that restaurant running! We want to keep our seats full of customers and fill their taste buds with flavor! To try to wrangle the crowds in, we are going to use marketing and sales tactics just as we did with our hotel, but in a more restaurant-focused way. There is only a few more puzzle pieces on the table. Let's snap those into place to complete our hotel management puzzle. We can see the finish line!

What will you learn in this unit?

- Develop strategies to keep up with the competition
- Deepen your knowledge of marketing in the restaurant industry
- Understand sales concepts as they relate to the food industry
- Identify challenges in the hospitality/tourism/restaurant business

Hospitality and Tourism 2B Final Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from all units in this course – the last four units.
(Note: You will be able to open this exam only one time.)