HADM 4800
Hospitality Strategic Management
Spring Semester 2008

Class Time: Thursdays - 1:00 PM – 3:30 PM
Location: Aderhold 431
Professor: Dr. Debby Cannon
Contact Information:
Office Telephone: 404-413-7617
E-mail: dfcannon@gsu.edu
Office Hours: Typical office hours this semester M-F, 8:30 AM – 5:30 PM; Apointments are recommended.

Course Description:

Integration and application of interdisciplinary management concepts, theories and practices in hospitality enterprises in the development of future industry leaders; The course will integrate academic and practical experiences in the analysis of current economic, political and social issues impacting the formulation, implementation and management of strategic business plans in the hospitality industry as well as personal career plans. Analysis of the environments, opportunities and strategies applicable in today’s business world will be covered as students work “real world” cases.

Prerequisites: Senior status and completion of at least 15 required hospitality courses or prior permission of instructor.

Credit Hours: Three

CTW Status: This capstone course is a “Critical Thinking Through Writing” (CTW) course. Students matriculating to Georgia State on or after Fall Semester 2009 must satisfy the CTW requirements as set out in the Undergraduate Catalog. This is the second CTW course required for hospitality majors with the first being BUSA 3000.

The School of Hospitality’s Mission

Mission Statement

The Cecil B. Day School of Hospitality Administration is committed to academic excellence in the development of students for leadership roles in the hospitality industry. We prepare students by pursuing ethical, innovative and value-enhancing strategies in a culturally diverse and technologically advanced world. We serve our local, national and international constituencies through research, teaching and outreach activities. The School achieves its mission by offering a relevant, up-to-date curriculum in a teaching and learning environment that emphasizes continuous improvement.
In carrying out the School’s mission statement and in meeting the School’s learning objectives, the following objectives are met through this course:

1. Explain the different hospitality segments and functional areas and how these components work together for the benefit of internal and external guests and customers in providing quality service. (We will mainly talk about the segments as related to individual career goals and career plans.)

2. Evaluate, analyze and determine the application of human resource theories and principles in maximizing employee performance, employee retention and customer (internal and external) service. (The focus of HADM 4800 will be on the application of HR principles as current and future hospitality managers.)

3. Evaluate, analyze and determine the application of service marketing theories and principles in promoting hospitality businesses. (HADM 4800 will expand marketing theories to also incorporate marketing yourself.)

4. Demonstrate knowledge of various facets of hospitality law aimed at minimizing hospitality business liabilities. (Discussed from an application perspective as a manager)

5. Apply knowledge of budgeting, cost control and financial analysis in analyzing and making recommendations for maximizing hospitality business profits (Incorporated in analyzing hospitality companies as potential future employers; Also relates to other managerial areas such as HR, legal, ethics, problem-solving)

6. Apply strategic management principles to hospitality business operations in maximizing the accomplishment of organizational goals and objectives.

7. Explain the application of technology in various hospitality industry segments and in different organizational functional areas.

8. Discuss ethical principles and describe the application in hospitality working environments.

9. Evaluate the functioning of work teams and analyze the effectiveness of team performance.

10. Apply problem-solving and critical thinking skills and evaluate the effectiveness of business outcomes in hospitality businesses.

**Course Objectives:**

1. Analyze current political issues impacting hospitality businesses and integrate these analyses into the strategic management processes;
2. Analyze current social trends and implications for hospitality businesses;
3. Integrate knowledge regarding how the economy and business cycles affect hospitality businesses;
4. Evaluate hospitality professional associations and the services they provide to hospitality organizations and which ones would be of professional importance;
5. Utilize sources of hospitality data, statistics and other reference materials;
6. Participate in team interactions and analyze components for successful team performance;
7. Analyze barriers to business planning and describe strategies for overcoming these barriers;
8. Utilize appropriate methods in collecting data for the development of hospitality strategic plans;
9. Evaluate the importance of strategic planning and management to hospitality businesses;
10. Demonstrate the application of strategic planning principles to one's own career planning process
11. Position the student for maximized career searching activities
12. Demonstrate continual improvement in writing and critical thinking skills.

Course Policies:

Punctual class attendance is expected of each student. We have a very concentrated period of time this semester. Ten points will be deducted per absence (including leaving early) for over two absences/early departures per semester. Tardiness (in arriving late for class – any time later than 1:00 PM) will result in five points per tardiness deducted from the final grade. Two "grace" tardies will be allowed.

If students have any special needs based on documented disabilities, you may discuss them in private with the professor or contact the University's Office of Disability Services.

Throughout the semester, there will be guest lecturers. If you are tardy and the speaker has already started, you cannot enter the classroom. You must wait until the break. When there are class speakers, you will not be allowed to eat or drink during the guest's lecture. Casual business attire, at minimum, is required on the days when guest lecturers visit.

Course Requirements and Grading:

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<thead>
<tr>
<th>Team Project – 100 points; 60% group grade; 40% individual grade</th>
<th>1 case @ 75 points; 1 CTW rewrite – 25 pts. each; Total 100 pts.</th>
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<tbody>
<tr>
<td>Strategic Career Plan – 100 points</td>
<td>Quiz 1 - 100 points</td>
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<td>Informational Interview – 100 points</td>
<td>Quiz 2 - 100 points</td>
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<td>Total points - 600 points</td>
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Total number of possible points - 600

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<th>Grade</th>
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<tr>
<td>A</td>
<td>569 - 541</td>
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<td>B+</td>
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<td>C+</td>
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