

Assignment descriptions:

Team Project

The class will divide into teams (determined by an analysis of skill areas). Each team will be responsible for components of an analysis of an actual business. The assignment for spring semester 2008 will be an analysis of the Executive Conference Center at Hartsfield-Jackson International Airport. Questions will include a critique of the physical lay-out of the Center including size and types of meeting and event rooms; analysis of A/V and current technology; analysis of the current marketing strategies including a review of the current marketing plan; the financial model of the Center including a competitive analysis of area conference centers; staffing including number and experience level; food and beverage operations including the potential to grow catering business and pricing analysis; consideration of other uses for the facility. Each group will be assigned specific segments of this project.

Each group will be responsible for keeping a log of their research processes as well as presenting deliverables to the organization by the end of the semester.

(See R1 for the rubrics for this assignment)

A preliminary presentation will be conducted by each group on April 10. Based on class and instructor feedback, revisions will be expected by the final group presentation date.

The final group presentation, scheduled for Thursday, April 24 will be before key executives from Hartsfield-Jackson International Airport.

Case Analysis and Presentations including one CTW rewrite

Each student will analyze an assigned case and will lead the class in a discussion of the case. These case vignettes are based on realistic managerial/business challenges in the hospitality industry. For the case, each student will do a rewrite based on feedback from the instructor and the class discussion. The rewrites are due one week after original submission deadlines.

The cases are from the book, "Executive Decisions" by William Fisher, Ph.D. (Educational Institute of the American Hotel & Lodging Association)

Rubrics for this case assignment are included in this syllabus under R2.