

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: HRI 270

Credits: 3

Course Title: Strategic Lodging Management

Course Description: Presents lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. Synthesizes management practices, which can be used by entry-level, mid-level, and executive management. Prerequisites: HRI 154 and ACC 115 or equivalent. Lecture 3 hours per week.

General Course Purpose: This course serves as a requirement for the Hospitality Management AAS, Lodging Operations Specialization.

Course Prerequisites and Co-requisites:

Prerequisites: HRI 154 and ACC 115 or equivalent

Course Objectives:

Upon completing the course, the student will be able to

- a. Describe the typical environment of a contemporary hotel, including the sensory attraction, cycles and pace, scope of operations, and competitive nature;
- b. Explain the intangible nature of service and translate service into a merchantable commodity;
- c. Relate concepts of ownership, profit, and service;
- d. Demonstrate an understanding of strategic planning;
- e. Demonstrate the ability to set goals and objectives;
- f. Demonstrate the ability to formulate a strategic plan;
- g. Discuss elements of organizational design, including departmentalization, authority, coordination, and functional organization;
- h. Relate typical meetings as they support interdepartmental coordination;
- i. Discuss concepts of staffing as related to the strategic plan;
- j. Relate concepts of motivation, job satisfaction, and performance;
- k. Analyze hotel communications relative to outcomes attainment;
- l. Describe leadership traits, behavior, and styles;
- m. Compare organizations relative to leadership;
- n. Discuss the control function of management;
- o. Explain financial aspects of control, including forecasting, business plans, and the control cycle; and
- p. Identify management excellence as defined by outstanding practices.

Major Topics to Be Included:

- a. This course consists of the study of lodging management principles, focusing on strategic planning as the foundation for operational effectiveness. The course evolves into a synthesis of management practices that can be used by entry-level, mid-level, and executive management.

Effective Date of Course Content Summary: August 21, 2000