

201129

University of Hawaii Maui College Course Outline and CAR

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Department: Business/Hospitality

Date submitted to Curriculum Committee: October 1, 2011

Type of action:

Addition:

- regular
- other; specify:

Modification:

- alpha/number
- title
- credits
- description
- pre-requisite
- co-requisite
- recommended prep
- other; specify: SLO's

Course:

- 1. Alpha: HOST
- 2. Number: 270
- 3. Title: Hospitality Management
- 4. Credits: 3
- 5. Contact Hours/Type: 3 cr. lecture

Existing course, if different from above:

Alpha: _____ Number: _____
 Title: _____
 Credits: 3 Contact Hours/Type _____

6. Course Description:

Examines the key principles of management in the hospitality industry. Focuses on leadership skillbuilding and decision-making processes within the various managerial levels of a hospitality organization. Explores management concepts, strategies, and tools essential for organizational effectiveness.

7. Pre-requisites: HOST 152 and ENG 100 both with grade C or better; or consent

Pre-requisite may be waived by consent yes no

8. Co-requisites: N/A

9. Recommended Preparation: N/A

10. Cross-list: N/A

11. Reason for this curriculum action:

Align SLO's and competencies with Accreditation Commission for Programs in Hospitality Administration (ACPHA) recommendations and standards.

Course is taught at another UH campus:

no Explain why this course is proposed for UHMC: Necessary to 1) provide HOST students with knowledge of key management principles, and 2) equip the students with leadership skills and decision-making tools for problem solving within the various managerial levels of a hospitality organization.

yes, specify college(s), course, alpha, and number where same or similar course is taught:

12. Proposed term of first offering: Fall _____ semester of 2012 _____ year
5-year Review Date 2018

13. Grading: Standard (Letter, Cr/NCr, Audit) Explain, if not Standard grading:

14. Is this course repeatable for credit? no yes; maximum is _____ credit or unlimited.

Many previous course outlines have SLOs and what are now called Competencies/Concepts/Issues/Skills combined in question number 6. In this form in number 15: SLOs are considered to be over arching "what the student will be able to do in the rest of life" type statements. In number 16: Competencies/Concepts/Issues/Skills are considered to be the more specific steps by which the SLOs are achieved.

15. Student Learning Outcomes (SLOs). List one to four inclusive SLOs.

Use roman numerals (I., II., III.) to designate SLOs..

On successful completion of this course, students will be able to:

- I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).
- II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).
- III.
- IV.

16. Competencies/Concepts/Issues/Skills. *Use lower case letters (a., b....zz) to designate competencies/concepts/issues/skills..*

On successful completion of this course, students will be able to:

- a. Examine leadership today and explore different approaches and principles to hospitality quality management (Ho'okipa, Laulima, and Alaka'i);
- b. Identify the challenges in managing today's hospitality organization and develop

problem solving competence and leadership skills required to effectively manage and lead a hospitality organization (Ho'okipa, Laulima, and Alaka'i).

17. Suggested Course Content and Approximate Time Spent on Each Topic
Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills

To meet the objectives of the course, the following areas of course content would be included in a class:

1 week Introduction [I, II - a, b]

Icebreaker/get acquainted activity

Overview of the course objectives and learning outcomes

1-2 weeks Managing Organizational Change [I, II - a, b]

Leadership and management in the 21st century

Management's roles & responsibilities

Change process

Resistance to change

1-2 weeks Quality Service & The Challenge of Diversity [I, II - a, b]

Costs associated with guest dissatisfaction

Moments of Truth & Six Sigma

Quality assurance programs

Guest service and service quality gaps

Service recovery processes

Managing and fostering diversity in the workplace

1-2 weeks Motivation & Empowerment [I, II - a, b]

Leadership styles and motivation theories

Motivational strategies

Shared power through delegation

Teambuilding strategies

2-4 weeks Communication Skills & Crisis Management [I, II - a, b]

Myths about communication

Communication process

Barriers to effective communication

Listening, speaking, and presentation skills

Nonverbal communication

Written communication

Communication and technology

Crisis communication strategies

1-2 weeks Conflict Management & Ethics [I, II - a, b]

Coaching employees

Conflict management – causes, skills, strategies

Ethical issues in the hospitality industry

Ethical views of hospitality managers
Ccode of ethics

- 2-3 weeks Organizational Competitive Advantage & Strategy Formulation at the Business-Unit Level [I, II – a, b]
Internal analyses and competitive advantage
Tangible and intangible resources
Knowledge-based resources
Business strategies
Competitive dynamics
Strategic group mapping

18. Suggested Course Requirements and Evaluation

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills
Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

- Attendance and Participation (I, II, a, b)	0 – 5%
Homework Assignments (I, II, a, b)	10 – 30%
Quizzes (I, II, a, b)	0 – 5%
Tests and Exams (I, II, a, b)	20 – 40%
Presentations, Demonstrations, Group Work, Exercises, and Projects (I, II, a, b, c)	30 – 50%

19. College-wide academic student learner outcomes (CASLOs) this course supports:
(mark all that apply)

- Written Communications
- Quantitative Reasoning
- Information Retrieval and Technology
- Oral Communication
- Critical Reasoning
- Creativity

If this course supports one or more CASLO, then either complete the Assessment of Intended Student Learning Outcomes Standards (CCOWIQ) Grid (see Curriculum Committee website for grid form and submit it with this form) OR in the box following explain briefly how this course supports the particular CASLO or CASLOs: see attached grid.

20. Using the program student learning outcomes (PLOs) for the main program of which this course is a part, list only those PLOs this course supports:

PLO: I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).

PLO: II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).

PLO:
PLO: .

PLO:
PLO:
PLO:

21. No question. Question 21 will be part of the process used in Curriculum Central.

22. Method(s) of delivery appropriate for this course: *(mark all that apply)*

Traditional HITS/Interactive TV Cable TV Online Hybrid
 Other, explain:

23. Text and Materials, Reference Materials, and Auxiliary Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Leadership and Management in the Hospitality Industry; King, Judy, Educational Institute of AH&LA

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Newspapers, magazines, internet resources.

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include:

24. Maximum enrollment: 35 Rationale, if less than 35:

25. Course is restricted to particular room type: no yes; explain:

26. Special scheduling considerations: no yes; explain:

27. Special instructional resources (*personnel, supplies, etc.*) required:

no yes; explain:

28. Special student fees required: no yes; explain:

29. Function/Designation: Mark all that apply.

AA* First Category Category Second Category, if appropriate Category
 Fulfills Hawaii Emphasis (HI) Graduation Requirement

AS Program Category List Additional Programs and Category:

AAS Hospitality and Tourism PR - Program Requirement List Additional Programs and Category: Hospitality & Tourism

BAS Program Category List Additional Programs and Category:

Developmental/Remedial

Other/Additional: Explain:

** Submit the appropriate form(s) to have the course placed in the requested category(ies) to both the Curriculum Committee and the Liberal Arts/AA Program Chair. If the course satisfies category I: Foundations/Skills: Foundations I or II, it needs to be submitted to the Foundations Board. If a course needs a diversity designation, it needs to be submitted to the Diversity Board. If a course needs a Hawaii/ Asia/ Pacific designation, it needs to be submitted to the HAPS board. See your Department Representative, the Curriculum Chair, or the Liberal Arts/AA Coordinator for information.*

30. Course increases decreases makes no change to number of credits required for program(s) affected by this action. Explain, if necessary:

31. Course is:

Not appropriate for articulation.

Appropriate* for articulation as a general education course at:

UHCC UH Manoa UH Hilo UHWO

Previously articulated* as a general education course at:

UHCC UH Manoa UH Hilo UHWO

**Submit Course Articulation Form(available on the Curriculum Committee website) if course is already articulated, or is appropriate for articulation, as a general education (100-, 200-level) course. Check Curriculum Committee website under UH Courses for articulation sites.*

Standardized and/or appropriate for articulation by PCC or other UH system agreement at:

UHCC UH Manoa UH Hilo UHWO Explain:

Appropriate for articulation or has previously been articulated to a specific department or institution: UHCC UH Manoa UH Hilo UHWO Outside UH system Explain:

This course outline is standardized and/or the result of a community college or system-wide agreement. Name of the responsible committee/group:

32. List catalog used and then degrees, certificates, prerequisites, and catalog sections and their page numbers affected by this proposal: 2011-2012 UHMC General Catalog, Hospitality & Tourism, AAS, CA, CC p. 51; Course Descriptions, pp. 124-125.

33. Additional Information (add additional pages if needed):

University of Hawaii Maui College
Course Outline and CAR Signature Page

Loelw Pele 10/13/11
Proposed by: Author or Program Coordinator Date

Loelw Pele 10/13/11
Checked by Department Representative to Curriculum Committee Date

Cyrille Pascual 10/13/11
Requested by Department: Department Chair Date

m.bruck 11-1-11
Recommended by: Curriculum Chair Date

Glenn G 2-1-12
Approved by Academic Senate: Academic Senate Chair Date

[Signature] 2-3-12
Endorsed by: Chief Academic Officer Date

MS 2/12/12
Course Approved by: Chancellor Date