

# BUHM 011: LEADERSHIP AND MANAGEMENT IN THE HOSPITALITY INDUSTRY

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**Originator**

ybender

**Justification / Rationale**

This course will be taught in partnership with Wakayama University in Japan. It will include COD and Wakayama students and will culminate in a 2 week trip to Japan for COD students where they will meet with leaders in the hospitality industry in Japan and share cultural experiences with Wakayama University students as they travel and learn together.

**Effective Term**

Spring 2023

**Credit Status**

Credit - Degree Applicable

**Subject**

BUHM - Business/Hotel & Restaurant

**Course Number**

011

**Full Course Title**

Leadership and Management in the Hospitality Industry

**Short Title**

LEADERSHIP & MGMT HOSP.

**Discipline****Disciplines List**

Hotel and Motel Services

**Modality**

100% Online

**Catalog Description**

This course is designed to provide students with a basic understanding of the hospitality industry while studying in partnership with students in Japan. The class culminates with a two week trip to Japan where students will meet with hospitality industry leaders to compare and contrast how the hospitality industry is viewed in the USA vs. Japan.

**Schedule Description**

This course is designed to provide students with a basic understanding of the hospitality industry while studying in partnership with students in Japan and ends with a 2 week trip to Japan.

**Lecture Units**

3

**Lecture Semester Hours**

54

**In-class Hours**

54

**Out-of-class Hours**

108

**Total Course Units**

3

**Total Semester Hours**

162

**Required Text and Other Instructional Materials****Resource Type**

Book

**Open Educational Resource**

No

**Formatting Style**

MLA

**Author**

Robert H. Woods and Judy Z. King

**Title**

Leadership and Management in the Hospitality Industry

**Edition**

Third Edition

**Publisher**

AHLEI

**Year**

2010

**College Level**

Yes

**ISBN #**

978-0-86612-347-1

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**For Text greater than five years old, list rationale:**

The American Hotel and Lodging Institute has a wide range of textbooks that are pertinent to the hospitality industry. This textbook includes traditional management theories that are still current and used in the industry to train managers.

**Class Size Maximum**

15

**Entrance Skills**

Basic English skills.

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**Course Content**

- Managing Organizational Change
- The Changing Nature of Leadership and Management
- The Quest for Quality Management
- Continuous Improvement—Process and Tools
- Power and Empowerment
- Communication Skills
- Goal-Setting, Coaching, and Conflict-Management Skills
- High-Performance Teams
- The Challenge of Diversity

- Strategic Career Planning
- A Look at Ethics

**Course Objectives**

	<b>Objectives</b>
Objective 1	Identify the ways in which the work force is changing and how it is becoming more diverse.
Objective 2	Describe the traditional functions of management (planning, organizing, coordinating, staffing, directing, and controlling), and explain why a gap exists between them and the actual behavior of managers
Objective 3	Identify and explain William Edwards Deming's 14 points and describe Deming's ideas of leadership and management.
Objective 4	Compare and Contrast how hospitality is viewed as a social science in Japan vs. as a business study in the United States.
Objective 5	Describe Joseph Juran's notions and definitions of quality and detail the basic elements of quality management using Juran's approach
Objective 6	Identify seven myths about communication, outline the communication process, and describe barriers to effective communication.
Objective 7	Identify forces of change that have made team-building a high priority for many hospitality organizations, and describe the stages a work team goes through during its development
Objective 8	Explain the importance and nature of goal-setting in an organization, describe the nature of and need for coaching in today's hospitality organizations, and list guidelines that can help managers handle organizational conflict

**Student Learning Outcomes**

	<b>Upon satisfactory completion of this course, students will be able to:</b>
Outcome 1	Students will create a personal vision statement after analyzing their skills, interests, values, and personality type; and identify ways to choose an occupation and implement the student's career choice.
Outcome 2	Identify differences in cultural values and prospective with regards to the importance of setting a corporate Code of Ethics.
Outcome 3	Students will be able to explain the different ways that the hospitality industry is viewed and studied in Japan and the United States through their studies and cultural exchange trip.

**Methods of Instruction**

<b>Method</b>	<b>Please provide a description or examples of how each instructional method will be used in this course.</b>
Collaborative/Team	Students from Japan and the College of the Desert will study the course simultaneously and exchange ideas on the subjects being studied. The Japanese professor will also have an opportunity for input during lectures.
Lecture	The lecture will be the cornerstone of the course. Through weekly lectures, students will gain a better understanding of the subject matter.
Participation	Each student will be expected to participate in all class activities as a way of learning how to interact and discuss different points of view, which are necessary in the workplace
Supplemental/External Activity	Students from College of the Desert will travel to Japan to further enhance their learning experience.

**Methods of Evaluation**

<b>Method</b>	<b>Please provide a description or examples of how each evaluation method will be used in this course.</b>	<b>Type of Assignment</b>
Written homework	Essays will be used to evaluate the overall understanding of specific theories and practices that will be covered in class.	Out of Class Only

Tests/Quizzes/Examinations	These methods will be used to evaluate the understanding of concepts.	In and Out of Class
Field/physical activity observations	Students from College of the Desert will travel to Japan to further enhance their learning experience.	In Class Only
Product/project development evaluation	Students will create a personal vision statement after analyzing their skills, interests, values, and personality type; and identify ways to choose an occupation and implement the student's career choice.	In and Out of Class
Student participation/contribution	The students will be expected to participate in class lectures and travel to Japan to culminate the course.	In Class Only

### Assignments

#### Other In-class Assignments

1. Written essays specific to topics being taught in class.
2. Semester project.
3. Trip to Japan.

#### Grade Methods

Letter Grade Only

### Distance Education Checklist

#### Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

No

### Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

#### Within Course Management System:

Discussion forums with substantive instructor participation  
 Online quizzes and examinations  
 Regular virtual office hours  
 Timely feedback and return of student work as specified in the syllabus  
 Weekly announcements

#### External to Course Management System:

Direct e-mail  
 Synchronous audio/video  
 Teleconferencing  
 Telephone contact/voicemail

### Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

The class will include students from COD and Japan on Zoom calls simultaneously.

### MIS Course Data

#### CIP Code

52.0901 - Hospitality Administration/Management, General.

#### TOP Code

130700 - Hospitality

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Not transferable

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

11/01/2022

**Academic Senate Approval Date**

11/01/2022

**Board of Trustees Approval Date**

12/16/2022

**Chancellor's Office Approval Date**

12/18/2022

**Course Control Number**

CCC000635043