

Hospitality Management Workshop



Hospitality Management

Successful Hospitality Management depends upon the ability to manage a team in order to provide high quality services and, consequently, to ensure consumers' satisfaction. Our Hospitality Management classroom course makes certain these skills are thoroughly taught to you and you are well-prepared to provide such services.

This Hospitality Management classroom-based course explores different aspects of being a Department Manager. Consequently, at Reception Academy we train participants in areas such as staff recruitment and development, operational planning, financial management, and marketing. Hence, participants will be equipped with essential knowledge to progress upon their career paths.

The program is well-suited for professionals who are willing to refine their skills and enhance their understanding of Hospitality Management. All sessions are taught by experienced Trainers who offer industry expertise and career guidance.

Admission Requirements

English Language Requirements

This program requires students to demonstrate a good command of English.

Academic Requirements

Learners need to have hospitality- and tourism-related experience



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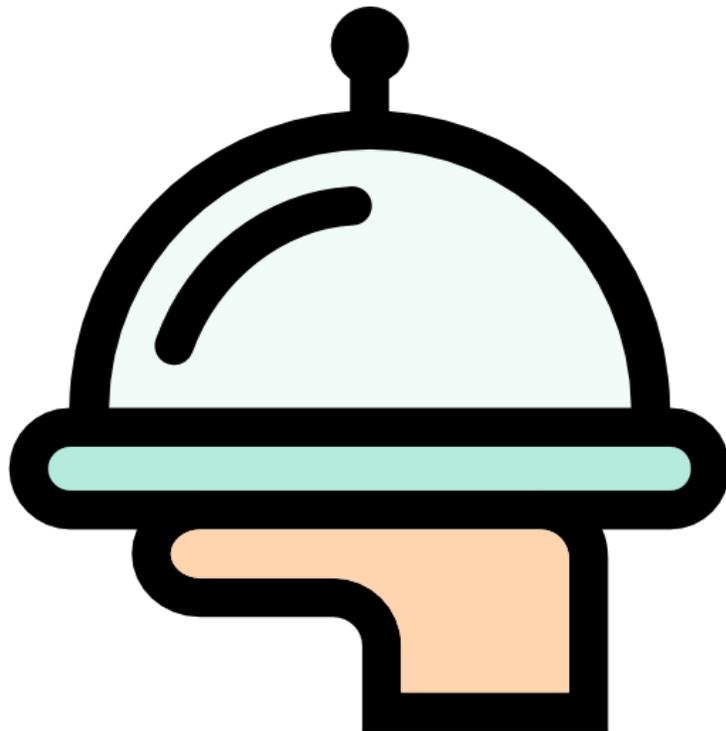
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Semester 1

- Hotel Operations Management
- Introduction to Global Hospitality Management
- Food and Beverage Operations
- Service Excellence
- College Reading and Writing Skills

Duration: 6 weeks, 6 hours per week



Hotel Operations Management

This course introduces students to the operation and management of the rooms division of a hotel. The major focus of the course is the inter-relationship between guest and the key departments of the division including guest services, reservations, and uniformed services. The course provides students with the opportunity to gain insight into the role and function of departments and their key positions. Students explore the concepts and practices of operational standards, staffing, products, and services. In addition, they will be familiar with the use of a hotel property management system through weekly labs. Besides, they visit a hotel as a part of their group research assignment.

Introduction to Global Hospitality Management

In this introductory course, students examine many different aspects of the world's largest industry – the Hospitality and Tourism. Students are introduced to this dynamic and growing industry through sectors of the industry and their interrelationships to find career and management opportunities. In addition, students examine how these sectors meet the motivations, needs, and expectations for the hospitality and tourism guests and hosts. A secondary component of this course is time dedicated to providing students' information and insights into the hospitality management program and the sources and services available for successful completion of the program. Students participate in an informative, interactive lecture format learning through active involvement using electronic devices. Industry guest speakers discuss industry's expectations of attitude, skills, and competencies for a successful career.

Food and Beverage Operations

This introductory course exposes students to the key food and beverage concepts, procedures, and trends influencing the hospitality industry. Students will learn food and beverage service styles and set-ups, while analyzing the appropriateness of each one based on the needs of customers, venue, and other service criteria. While exploring how the five senses influence a guest's food and beverage experience, students will learn about basic cooking styles, dietary restrictions, and the influence of customs and traditions on today's menus. Furthermore, this course will offer students an introduction to beer, wine, and spirits in order to gain a holistic approach to menu planning. At the end of this course, students will obtain their Smart Serve Certification and Basics Food Safety Training Certificate.

Service Excellence

The course introduces students to the background and fundamentals of "service excellence" in order to assess and build a customer centric service culture in a business. Using a systems approach, the course focuses on people, processes and environments and their interrelationships in the customer service function. The concepts presented will be reinforced through practical applications to benefit students in their program internships and careers.

College Reading and Writing Skills

The course focuses on the critical thinking, reading, and writing skills required for being successful in the program in a professional workplace. This course places a strong emphasis on academic essay writing through methods of summarizing and critical analysis. This is a writing-intensive course, and most part of the writing program will be readings-based

Semester 2

- Hospitality Accounting and Budgeting
- Hospitality and Tourism Careers
- Food and Beverage Service Practical
- Beverage Management
- Workplace Writing Skills

Duration: 6 weeks, 6 hours per week



Hospitality Accounting and Budgeting

A key to success in the hospitality industry is profitability. The course will begin with an introduction to financial processes in hospitality organizations and an overview of the relevance and use of numbers in helping managers achieve profitability. The recording of financial activities will be explored through the uniform system of accounts, the accounting cycle, and accounting equations. With this foundation, students will be prepared for financial statements and apply a variety of operating and financial ratios to analyze hospitality operations. Students will learn about and prepare different types of operating budgets and develop revenue and labor cost forecasts. In the computer lab, students will complete spreadsheet training using Microsoft software.

Hospitality and Tourism Careers

This course is an introduction to the professional standards and career planning skills required for success within the tourism and hospitality industry. The students will design a resume and career portfolio and improve their skills of interview, job search strategies, networking, and career planning. Furthermore, they will be introduced to career path opportunities for their program areas and key skills employers demand. In addition, they will receive an overview of the requirements for the industry internship.

Food and Beverage Service Practical

This course provides the student with a practical application of the front-of-house roles that are performed as required in a food service operation in the hospitality industry. Students will take on various roles of a restaurant setting from server to manager. Besides, they will gain insight into the principles of the systems involved in food production and delivery. In addition, they will gain an understanding of the importance of and necessity for management controls.

Beverage Management

The world is your oyster. Beverages play a significant role in the success of many hospitality operations, particularly contributing to the overall experience of a guest. Constructing and deconstructing beverages is an "art" that extends beyond traditional beverage preparation. In this practical course, students will learn the knowledge and skills to successfully operate a beverage operation. Topics covered in the course include product knowledge of wine, beer, and spirits, preparation of industry specific beverages, tea and coffee, further development of customer service skills, and the management of product inventory. In addition, this class will include contemporary skills of successful beverage managers/supervisors, which will further prepare students for employment in the field.

Workplace Writing Skills

This course focuses on the written communication skills required by today's highly technological and collaborative workplace. This course builds on and reinforces the critical reading, thinking, and writing skills. The course takes a scenario-based approach, providing students with the opportunity to broaden their concept of audience, to analyze real-world communication issues and challenges, to conduct research, to synthesize information, and to complete a capstone project.

Semester 3

- Advanced Beverage Management
- Hospitality Revenue Management
- Effective Leadership and HR
- Hospitality Marketing and Sales

Duration: 6 weeks, 6 hours per week



Advanced Beverage Management

This course takes you on a holistic journey into the world of beverage management. Have you ever dreamed of managing or owning your food and beverage operation? Have you ever wondered what goes on behind the scenes of a beverage operation? This course will prepare students for a supervisory and/or beverage management position within the hospitality industry. Students will learn about the key fundamental practices involved in running a successful beverage outlet. Inventory management, pricing strategies, and analyzing best practices in beverage management are among the topics that will prepare students for employment in this field. Students will further their knowledge by learning the fundamental concepts associated with wine, spirits, and beer (tasting, serving, interpreting labels, terminology, and storage) and their successful pairing with food. This course will be delivered through a combination of theoretical and practical experiences.

Hospitality Revenue Management

This course will address concepts, tools, and techniques of revenue management, an essential discipline, in tourism-related industries. This course will focus on the practice of Revenue Management in the hospitality and tourism industry essential for those seeking a hospitality or tourism career. Students will review market segmentation, demand forecasting, pricing, strategies and tactics, rate and inventory control, and the measurement of key performance indicators. The management of electronic distribution channels and their impact on hotel operating revenues will be examined. Students will apply the theory and concepts and tools presented in class to evaluate the practice of revenue management in multiple hospitality and tourism scenarios.

Effective Leadership and HR

Human Resource Management (HRM) is an integrated set of processes, programs, and systems in an organization that focuses on effective deployment and development of its employees. In this course, students will learn the importance of understanding various approaches to leadership and how these are intrinsically linked to the HR practices in any organization. The course explores human resource challenges and processes, including employment legislation, discrimination, harassment, as well as management strategies in staff planning and selection, orientation, etc. Students will compare and contrast the various traits, behaviors, and attributes of supervisors, managers, and leaders, and will analyze decision-making, motivation, followership and conflict resolution skills and their role in creating an effective leadership team. The course will also introduce students to empowerment, performance management, and appraisal strategies, the processes of corrective action and termination, and the management of union relationships.

Business Communications and Professionalism

This course is designed to enhance and further develop students' capabilities and build confidence by providing essential skills required to be successful in today's changing business environment. The value and importance of professional communications (written, verbal, and presentation skills), business etiquette, and professional standards required in the hospitality industry are highlighted. Topics are delivered in a hands-on, real-life business environment, laying the foundation for success beyond graduation. Through real business scenarios and live interactions, students will have the opportunity to practice how to effectively communicate, network, lead, and participate in meetings, conduct presentations, and present themselves as business professionals. In addition, students will hear from industry professionals (based on availability, guest speakers, and/or field trips) and faculty regarding how to set themselves apart from their colleagues and how to become outstanding business professionals in order to further career opportunities.

Hospitality Marketing and Sales

This course introduces the student to the dynamic concept of tourism and hospitality marketing and sales. The need for marketing research and a clearly developed marketing plan are essential when creating marketing strategies that attract guests to hospitality operations. The consumer has endless choices and a key responsibility of successful marketing is to maximize revenues. Students will be exposed to effective market communication strategies from advertising, sales promotions, public relations, and the growth of social media as a key marketing tool in today's hospitality industry. Students will be given the opportunity to act as marketing consultants for an on-campus hospitality operation, and will also explore the importance of branding in today's marketplace with attention being given to developing their own personal brand.

Semester 4

- Hospitality Purchasing and Cost Controls
- Advanced Hotel Operations
- Hospitality Business Planning and Risk Management
- International and Sustainable Tourism

Duration: 6 weeks 6 hours per week



Hospitality Purchasing and Cost Controls

This course is designed to provide students with the knowledge and skills necessary to move into a supervisory or management position in the hospitality industry. Managing operating costs such as food, beverage, labor, and other costs requires complete understanding of several processes and controlling mechanisms that directly impact the profitability of an operation. Strategies on how to control operational costs while identifying opportunities to maximize revenues will be an integral part of the course. Students will act as managers and supervisors while participating in hospitality operation simulation exercises. They will research suppliers, analyze purchasing contracts, and provide solutions to key internal control processes. Students will also be introduced to menu engineering and evaluate the popularity and profitability of menu items.

Advanced Hotel Operations

This course is a continuation of the Introduction to Rooms Division course. This course continues to explore departments in the Room Division of a hotel. Students will discuss the Uniformed Services, Housekeeping and Maintenance departments, and their roles in the successful operation of a hotel. Students will also explore the interactions between the Rooms Division and other departments, specifically the food and beverage department in a small to medium size hotel. Additionally, attention will be given to the evaluation of Emergency Procedures, Safety and Security, and Loss Prevention Management processes. As part of the course, students will have a practical experience cleaning and inspecting a hotel room on campus. Student learning will be enhanced with industry videos, a hotel field trip and group assignments.

Hospitality Business Planning and Risk Management

This capstone course integrates learning from previous and current semester courses to allow students to respond to and build plans related to key aspects of a successful hospitality organization. Students will have the opportunity to explain, recognize, and build plans to avoid potential risks related to legal/regulatory, financial, business/strategy, reputational, market, and information technology risks within the hospitality industry. Building a comprehensive Risk Management Plan will allow students to apply knowledge and problem-solving techniques through case studies and real industry scenarios. The course will culminate with a Strategic Business Plan presented to industry professionals. Students will take an active role in determining their project business issue, scenario or topic.

International and Sustainable Tourism

Sustainable and international tourism are two evolving and dynamic forces in today's global marketplace, both of which exert significant economic, environmental, and socio-cultural impacts on destinations and communities. In this context, the concept of sustainability, its significance to the hospitality industry, and strategies to manage impacts effectively will be explored through readings, videos, guest speakers, field trips, and an industry partnership project. Students will have two opportunities to choose subjects related to sustainability of their choice for additional study and, for at least one of them, recommend appropriate sustainability strategies for maximizing benefits and minimizing adverse effects. The relevance of sustainable tourism and hospitality operations is delved into within the context of increasing international tourists, new destinations, and globalization.

Source of study

<https://www.wiley.com/enus/Introduction+to+Management+in+the+Hospitality+Industry%2C+10th+Edition-p-9780470399743>

