NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY
DEPARTMENT of HOSPITALITY MANAGEMENT

COURSE OUTLINE

COURSE #: HMGT 4952   COURSE TITLE: HOSPITALITY & TOURISM ENTERPRISE DEVELOPMENT

CLASS HOURS: 3   LAB HOURS: 0   CREDITS: 3

1. COURSE DESCRIPTION

This course will explore entrepreneurial opportunities in hospitality and tourism. Financing, branding, business processes, distribution of hospitality and tourism products and services will be examined. Business ownership and legal issues will be analyzed. Students will create a business plan.

2. COURSE OBJECTIVES

Upon completion of this course, students will be able to:

a. Analyze the process of establishing, operating and ending a hospitality and tourism enterprise
b. Describe the requirements and sources of financing needed in the entrepreneurial process
c. Examine the scope, relevant laws and issues, of franchising
d. Evaluate the role of regulatory agencies in regards to tourism and hospitality enterprises
e. Formulate the necessary business, marketing, and financial plans for a hospitality or tourism enterprise according to the Association of Small Business Development Centers (ASBDC)

3. STUDENT LEARNING OUTCOMES AND ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Demonstrate an understanding of the process of hospitality and tourism entrepreneurship (HMGT: Knowledge)</td>
<td>Exams and quizzes, Class participation</td>
</tr>
<tr>
<td>b. Appraise and analyze the requirements and sources of financing. (HMGT: Knowledge; Gen Ed: Integration)</td>
<td>Case studies, term project, final presentation</td>
</tr>
<tr>
<td>c. Demonstrate knowledge of franchising concepts ( HMGT: Knowledge)</td>
<td>Exams and quizzes</td>
</tr>
<tr>
<td>d. Apply the regulatory role of local, state, federal and international agencies to a business plan. (Gen Ed: Integration, HMGT: Knowledge)</td>
<td>Case study critique and research tour, term project</td>
</tr>
</tbody>
</table>
4. **PREREQUISITES**
HMGT 3501, HMGT 3502, HMGT 3602, co-requisite HMGT 4702

5. **TEXT(S)**


Reference Text(s):


6. **GRADING SYSTEM**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term Project (midterm &amp; final)</td>
<td>50%</td>
</tr>
<tr>
<td>Exams and Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Case Study Critique and Research tour(s)</td>
<td>15%</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>
WEEKLY COURSE OUTLINE

COURSE: HMGT 4952  COURSE TITLE: HOSPITALITY & TOURISM ENTERPRISE DEVELOPMENT

WEEK 1
Review of syllabus
Introduction to hospitality & tourism enterprises: yesterday, today and tomorrow
Hospitality and tourism business project guidelines distributed
Film: Howard Johnson
Article review and discussion
Group project sign-in sheets to be distributed

WEEK 2
What business do you want to start?
Do you have what it takes to be a small business owner? How do you find the right hospitality and tourism business?
Selecting the best entity to own and operate your hospitality and tourism business
Introduction to the small business project
Film on small businesses in America
Article review and discussion / website review
Group sign-in sheets to be collected

WEEK 3
Operating hospitality businesses effectively
What are the costs of being a hospitality and tourism business owner?
Is there demand for your products?
Discussion on project sections 1 and 2
Case study – The Hospitality Small Business Owner
Article review and discussion / website review

WEEK 4
Choosing a location for your enterprise, what you need to know to grow
Understanding the franchise documents
Discussion on project sections 3 & 4, Quiz 1 review
Article review and discussion / website review
Film - Marriott Hotels

WEEK 5
Study tour groups visit hospitality & tourism business locations.
WEEK 6
Benefits of a free enterprise
Examples of successful hospitality & tourism business models
Discussion on Project Sections 5 & 6
Film - Restaurant Makeover
Article review & discussion
Midterm workshop
Quiz 1

WEEK 7
Midterm due (Sections 1-6 from the small business format)
Where the money is and how to get it? Finding financing; working the hospitality business plan for you
Film - Starbucks Coffee Company
Article review & discussion / website review

WEEK 8
Preparing cash flow projections for hospitality enterprise
Discussion on Project Sections 7 & 8
Film - Branding in Tourism and Hospitality
Article review and discussion / website review

WEEK 9
Hospitality Small Business and Franchise Workshop (In partnership with SBA center)

WEEK 10
Discussion on Project Sections 9, 10, 11 & 12
Investing in a secure future
Case Study Film - McDonald’s Corporation (How a small enterprise grew into a corporation)
Article review and discussion / website review

WEEK 11
Finding and developing customers
Handling taxes, banks, insurance, and recordkeeping
Building a profitable relationship with your customers
Quiz 2 review
Presentation review

WEEK 12
Quiz 2 (Chapters 9-18)
Wrap-up & presentation reviews and final project review
Effective customer service
Article review and discussion / website review

WEEK 13
Guest speakers: small business owners in partnership with Small Business Administration
WEEK 14
Hospitality enterprise concept presentations

WEEK 15
Hospitality enterprise concept presentations
Final project due (complete and bound with all the sections)
WEEKLY COURSE OBJECTIVES

COURSE: HMGT 4952          COURSE TITLE:  HOSPITALITY & TOURISM
ENTERPRISE DEVELOPMENT

The student will be able to . . .

WEEK 1
Examine hospitality enterprise with respect to small business operations, their inception, growth
and future; history of small businesses in America

WEEK 2
Categorize the requirements for a hospitality small business operation
Describe the process of finding the right model and type of hospitality business
Discuss the process for electing the best entity to own and operate a hospitality business.

WEEK 3
Define and discuss how to operate a hospitality small business effectively and the costs of being
a small business owner/ franchisee
Ascertain the demand for product through surveys and research

WEEK 4
Evaluate and choose a location for the hospitality operations
Assess on how to grow the business
Examine the legal framework and documentation for small and medium hospitality enterprises

WEEK 5
Evaluate small businesses that operate in the local areas
Analyze real-time feedback from hospitality business owners

WEEK 6
Illustrate the benefits of a free enterprise
Analyze examples of successful hospitality small business model

WEEK 7
Examine methods of financing a hospitality business;
Evaluate the sources of finance for small businesses.

WEEK 8
Prepare cash flow projections for a hospitality business
Analyze the importance of branding in tourism & hospitality

WEEK 9
Analyze the role of Small Business Administration (SBA) and other agencies toward promoting
small businesses
WEEK 10
Evaluate opportunities and risks in the investment process of a hospitality enterprise

WEEK 11
Assess ways of finding & developing customers
Comprehend methodologies for handling taxes, insurance, and recordkeeping for small businesses
Describe the tools used in building a profitable relationship with customers

WEEK 12
Analyze effective customer service in small and medium hospitality business operations

WEEK 13
Analyze and critique successful case studies of small business entrepreneurs

WEEK 14
Formulate, create and present a hospitality business concept

WEEK 15
Critique a hospitality business concept
SELECTED BIBLIOGRAPHY


