

Course discipline/number/title: BUS 2507: Operations and Guest Service Management

- A. CATALOG DESCRIPTION
1. Credits: 3
 2. Hours/Week: 3
 3. Prerequisites (Course discipline/number): None
 4. Other requirements: None
 5. MnTC Goals (if any): NA
- B. COURSE DESCRIPTION: This course provides the learner with a working knowledge of the functions and role of General Managers (GM), Assistant General Managers (AGM), and other management positions in the hospitality industry. The major content area covers the responsibilities of management, as well as the strategies and techniques that contribute to successful operations.
- C. DATE LAST REVISED (Month, year): February, 2023
- D. OUTLINE OF MAJOR CONTENT AREAS:
1. Operations management roles
 2. Major theories of guest and operations management
 3. Quantitative analysis of industry reports
 4. Employee management
 5. Customer segmentation and guest services
 6. Owner and brand relationship management
 7. Facilitates management
- E. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Define the functions of operational leaders and their property level responsibilities.
 2. Summarize the major theories of management and their applications to a business unit.
 3. Explain market performance reports such as STAR reports, profit and loss statements, guest service scores, online reputation management reports, labor reports and budgets.
 4. Assess employee hiring, job analysis, job descriptions, and candidate evaluations to achieve optimum employee productivity by using recognized industry organizational principles.
 5. Identify the various industry customer segmentation and pricing strategy for the optimal mix of sales for transient, group, and business transient segments.
 6. Outline the relationship that hospitality brands and ownership groups (asset managers, REIT, investment trust) play in the larger strategy of a business unit.
 7. Evaluate the role that facilities management plays in the major activities of a business.
- F. LEARNING OUTCOMES (MNTC): NA
- G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Assignments, projects, and case analysis
 2. Exams and quizzes
 3. Presentations
- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s): Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.
- I. SPECIAL INFORMATION (if any): None