

# AISH Career Program: Hospitality Management

## Program Structure

### Level I – Beginning (Fall)

#### **Mission**

The aim of the Beginning Level is to provide students with an overview of the Tourism and the Hospitality Industry. Students will be introduced to the organization and management of hotels and will study the practices of human resources management as well as accounting procedures and financial statements. Special emphasis will be placed on supervision and leadership, customer relations management, and the important role customer-client relations have in HR management.

#### **Optional Course**

**Italian Language** is offered as an optional program components offered when regular core courses are not in session. Italian language is offered during the January or September intersessions.

#### **Mandatory Seminar**

##### ***Food Safety and Sanitation Seminar***

The Food Safety and Sanitation Seminar (15) is mandatory for all Baking & Pastry, Culinary Arts, Hospitality Management and Wine Studies & Enology students. Unless student has have obtained, prior to the program, an equivalent certification that is valid in the Region of Tuscany.

#### **Core Courses**

##### ***Introduction to Hospitality***

Provides a fundamental overview of the hospitality industry and its main segments: hotel, restaurant, management services, and clubs. The operational sectors of the industry as well as managerial components and skills will be explored. All of the following topics will be examined: development of tourism; demand for travel, examination of food and beverages industry, associations and organizations related to hospitality as a sub-segment of the tourism industry. Career opportunities in the hospitality industry will be discussed and students will be encouraged to develop their own career plan.

##### ***Supervision and Leadership in the Hospitality Industry***

Examines the roles and responsibilities of supervisors and managers in the hospitality industry. The course will also focus on developing communication strategies, motivational techniques, performance evaluation and review, staffing, training and strategic planning. Attention will be given to conflict resolution techniques as well as methods for recruiting, interviewing and hiring staff. Budget management will also be covered.

##### ***Human Resource Management***

The purpose of this course is to provide an overview of human resources management, with particular emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues. The course has been developed for the those whose job requires managing people in a global environment according to the traditional HR. Topics covered include: human resource planning, job analysis, recruitment, personnel selection, performance, employee turnover, the importance of HR in an industry like the hospitality sector, ethics and practices within personnel, legal issues, and how diversity impacts the workforce.

##### ***Food, Culture and Society In Italy***

This course is targeted towards students with an interest in Italian food traditions, society, and culture. The main focus consists of what is generally defined as “made in Italy” culture and style in post-war Italy. Also covered are the relationships between Italian traditions, folklore and contemporary Italian society drawing from examples including festivals, food, tourism and economy, and the influence of foreign civilizations. Students will be asked to regard the subject of food outside of the context of ingredients and the procedures used to create a dish; we will instead examine a large scale context in which food is either featured as a main component or an integral element in cultural situations. Thus the student is asked first and foremost to observe the presented material across an anthropologic lens that roves over the entire Italian peninsula. Student cooking labs and tastings will complement lectures.

##### ***Front of the House Management Experiential Learning***

The “front of house” of any restaurant should be carefully planned so as to balance ambiance with function.

Restaurant seating, wait stations and waiting areas are just a few of the areas to consider when planning a restaurant dining room. The course focuses on all aspects that characterize the front of the house experience as a worker. It stresses the importance for such a place to reflect the theme or concept of the restaurant. Particular focus is given to the needs of this space to be designed efficiently. Furthermore the course points out how without great customer service a restaurant cannot be successful. Training the front of the house staff to excel at customer service will be one of the main areas of study. This course includes 150 hours of Experiential Learning with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The Experiential Learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

## **Level II – Intermediate (Spring)**

### **Mission**

The aim of the Intermediate level is to deepen students' understanding of hospitality management procedures, with a focus on front office, price management, purchasing. The program includes an introduction to the newest form of hotel marketing and special event management. Special emphasis will be placed specific sectors of tourism and hospitality such as restaurant, hotel, and special event management.

### **Core Courses**

#### ***The Client – Customer Relation Management***

This course is an examination of personal and small group communication with particular emphasis on methods of perceiving information and transmitting messages in order to reassure and fidelize the Customer. We will also study the importance of "Role Playing" by the staff in the Hospitality Business to develop Customer fidelity. A review of the ways in which people communicate with each other and an introduction to the skill needed to communicate effectively in work situations. An analysis of the two basic principles of the Quality System: "Quality is a Bottom-Up Model" and "Do what you have to do correctly the first time". Students also learn about decision-making in groups and forces that influence group behavior.

#### ***Hospitality Marketing***

Takes a practical approach to introducing students to the marketing of hotels, restaurants and clubs. Market segmentation, marketing research, advertising, public relations, promotions, packaging, pricing strategies, revenue maximization, travel purchasing systems and the future of hospitality marketing will be examined.

#### ***Restaurant Management Experiential Learning***

This course examines the problems of the financial structures of restaurant management, in parallel with the objectives and techniques of the individual owner. The planning and decision-making tools available to managers in an organization and comparison between single or partnership managements will be discussed. Personnel organization and food preparation plans will be covered. The course is based on a double approach, combining theory and practice: students will be introduced to the basics of restaurant management and will be given the opportunity to discuss their ideas and questions with selected professionals who are successfully running their restaurant businesses in Florence. Extensive site visits to local restaurants be organized.

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### ***Hospitality Accounting***

The course introduces hospitality accounting concepts and procedures. After an overview of basic accounting, the following issues are covered: income statement, balance sheet, cash flow, cost management, break-even models, pricing, budgeting, cash management and investment decisions. Emphasis is given to the processing of hospitality financial data and the flow of financial information, which results in the production of financial statements. The course makes no attempt to cover the detailed concepts and mechanics of financial accounting or the detailed procedures of bookkeeping. The content is specifically designed for students attending courses related to managerial aspects of the hospitality industry.

### ***Wine Appreciation I***

This course provides the fundamental skills and a technical introduction to wine tasting beginning with the visual, olfactory, and gustatory examination. Students will learn to analyze the organoleptic components of wines, the importance and influences attributed by to territory, and finally how to distinguish as well as create excellent food and wine pairings. Lectures will be supplemented by wine tasting workshops. The objective of this class is for students to be able to recognize quality in wines from around the world and obtain a working knowledge of international wine regions and as well as the wine industry.

## **Level III – Advanced (Fall)**

### ***International Management for the Hospitality Industry***

This management course offers an emphasis in the hospitality industry for students interested in international business ventures and partnerships in this specific sector. Management, leadership, human resource management, organizational skills and strategy will all be analyzed from a cross-cultural business perspective. The class will focus on strategies adapting managerial skills across cultures. Guest lecturers and on-site visits to international hospitality structures in the city of Florence are incorporated into the lesson schedule.

### ***Special Event Management***

This course will examine all aspects of special event management. Design, financing, budgeting, leadership and integrated marketing will be studied. The course will also provide students with the necessary background for improving their effectiveness and profitability when managing special events, which demands competence in the areas of drafting contracts for events, marketing and sales, event logistics and preparations, staffing, and accounting.

### ***Catering Sales and Operations***

The course will enable candidates to gain a deep knowledge and qualification relating directly to the catering environment. The course will enhance their personal growth and development, enabling them to undertake their role with greater confidence. All organizational, logistic and marketing aspects of the catering industry will be analyzed.

### ***Public Relations Strategies***

This course introduces the student to the strategic roles and functions of the Public Relations (PR) practitioner and enables them to evaluate the context, in which PR is practiced, to understand the potential and practice of PR as a management function, and to analyze critically the structure of PR management, its role and techniques. In addition, the student will be introduced to the rhetorical arguments that impact upon PR activities and will be made aware of the importance of professionalism and ethics in public relations practice.

### ***Cost Control***

Course develops skills in scheduling and controlling costs in managed projects that present the challenges of time, human resources, materials, budget, project specifications, and deadlines. The concept of financial planning for businesses and organizations, including a special emphasis on hospitality structures, asks students to consider the compilation of budgets, identifying/forecasting potential problems to avoid profit loss, flexible vs. static budgets to control costs, and types of cost control analysis.