

Hospitality and Tourism Management 2: Syllabus

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Room: V120

Welcome to the Next Level!

Ready to go from pro to expert? Hospitality and Tourism Management 2 builds on the foundations you learned last year. We're leveling up to focus on the core skills of management, leadership, and human resources. This is where you'll learn what it really takes to run a successful business, motivate a team, and tackle complex industry challenges. Get ready to put your problem-solving skills to the test and dive deep into what makes a company tick!

Class Materials: Your Toolkit for Success

- **Dedicated Notebook/Binder:** For notes, handouts, and reflections.
- **Pen/Pencil:** For daily notes, brainstorming, and quick activities.
- **Chromebook/Laptop:** For research, digital assignments, and portfolio creation.
Make sure it's charged! 
- **A Positive Attitude:** This industry is all about teamwork and a great mindset!
- **A Growth Mindset:** Be ready to challenge yourself and take on new responsibilities. This is a management-level course!

Class Expectations: Let's Make Learning Awesome!

- **Lead by Example:** We're moving beyond being team players to becoming leaders. Take initiative, mentor your peers, and set a positive example.
- **Think Critically:** You will analyze real-world case studies and industry trends. Don't just give me the answer—tell me *why* it works or doesn't work.
- **Communicate Professionally:** Practice effective communication in both written and verbal forms. This includes email etiquette, public speaking, and respectful dialogue.
- **Be a Problem Solver:** The industry is full of unexpected challenges. We'll practice thinking on our feet to find creative solutions.
- **Stay Engaged:** Participation is key! Come prepared to discuss, debate, and share your ideas.

- **Be Present & Engaged:** Arrive on time, ready to participate in discussions, activities, and group work. Your voice matters!
- **Respect & Empathy:** Treat your classmates, your teacher, and yourself with respect. We're here to learn from each other's perspectives.
- **Active Listening:** Pay attention when others are speaking. Good educators are great listeners!
- **Take Initiative:** Be proactive in your learning. Ask for help when you need it, and offer help when you can.
- **Digital Citizenship:** Use technology responsibly and ethically. Your online presence reflects your professionalism.
- **Professionalism:** Even as students, we'll practice professional behaviors, especially during interviews and when discussing sensitive topics.
- **Be a Team Player:** Hospitality is a collaborative field. We will work in groups often, so bring your A-game.
- **Your Phone:** Keep your phone put away and turned off.

TN CTE Standards

- **1. Management Structures and Roles:** Examine the functions of management, organizational differences between management styles, and how globalization, technology, and a diverse workforce impact them.
- **2. Human Resources, Recruitment, and Career Development:** Describe the process of developing a mission and vision statement. Analyze recruitment, selection, and career development processes, including creating a professional profile of a strong candidate.
- **3. Business and Organizational Structure:** Analyze the advantages and disadvantages of different forms of business ownership (sole proprietorship, partnership, corporation) and their variations (franchise, LLC, etc.).
- **4. Safety, Security, and Legislation:** Identify and research risk management strategies, discuss legal and illegal labor strategies, and analyze accommodations for customers with special needs.
- **5. Marketing Concepts and Research:** Define and differentiate marketing and advertising, and evaluate the effectiveness of marketing campaigns.
- **6. Economics:** Summarize foundational economic principles like supply and demand and their influence on business production.
- **7. Financial Concepts:** Define foundational financial concepts and terminology, including financial statements, revenue, expenses, assets, liabilities, equity, net worth, and profit.

- **8. Professionalism, Customer Services, and Ethics:** Demonstrate appropriate verbal and written communication, identify professional ethics, and apply customer service strategies.