BUSINESS MANAGEMENT FOR TRAVEL & TOURISM
Course Syllabus

Course Number: HOST-0092
OHLAP Credit: No
OCAS Code: 8227
Course Length: 60 Hours
Career Cluster: Hospitality & Tourism
Career Pathway: Travel & Tourism
Career Major(s): Destination Meetings and Event Management Assistant

Pre-requisite(s): Dependent on career major

Course Description: This course will address small business management, marketing plans, entrepreneurship, financial management, and business ethics. Various types of fundraising, including grants, will be included.

Textbooks:

Course Objectives:

A. Define Management and Its Role for Entrepreneurs and Managers.¹
   1. Discuss changes taking place in the business world today.
   2. Define management.
   3. Explain the importance of management.
   4. Discuss the role of women and minorities in business today.
   5. Define entrepreneurship.
   6. Understand the difference between entrepreneurs and managers.
   7. Discuss the importance of small business.
   8. Understand the impact of human resources and staffing issues on day-to-day business operations.

B. Understand the Management Movement.
   1. Explain how the U. S. economy hanged during the nineteenth and early twentieth century.
   2. Identify various theories of management.
   4. Understand the principles of total quality management.
   5. Discuss the principles of Theory X and Theory Y.

C. Understand Various Theories and Principles of Management and Their D. Relationship to Different Cultures of People.¹
   1. Recognize the sources of change manager’s face.
   2. Explain why it is important for managers to adapt to change.
3. Discuss the reasons people resist change.
4. Describe the steps managers can take to reduce resistance to change.
5. Understand corporate culture and how it is created.
6. Explain the importance of diversity in the workplace.

**E. Explain the Importance of Ethics and Social Responsibility in Business.**
1. Explain why ethics are important in business
2. Describe a code of ethics
3. Discuss ethical dilemmas
4. Describe laws that deal with ethical issues
5. Explain the change in corporations’ views of social responsibility
6. Describe the ways in which businesses demonstrate their social responsibility.

**F. Understand the Different Kinds of Laws That Affect Businesses and Their Workers.**
1. Identify the different kinds of laws that affect businesses
2. Describe the different kinds of laws that protect workers on the job
3. Explain how tax laws affect business profits
4. Explain the differences between copyrights, patents, and trademarks
5. Describe the different laws that protect workers on the job
6. Explain the importance of the National Labor Relations Act

**G. Explain the Factors Affecting International Business.**
1. Explain why countries trade.
2. Explain why companies export and import.
3. Explain how and why countries restrict international trade.
4. Describe the strategies organizations use to compete in the global economy.

**H. Understand the Terminology and Functions Associated with Planning and Strategic Management.**
1. Explain the differences between formal and functional plans.
2. Recognize the differences between strategic planning and operational planning.
3. Discuss the differences among missions, goals, policies, procedures, and rules.
4. Understand the role of SWOT analysis in planning and strategic management.
5. Discuss the organizational factors that need evaluation in implementing strategic plan.

**I. Understand the Need for Organizing Work Which Affects Employers and Employees.**
1. Recognize the reasons for organizing work.
2. Understand how businesses prevent their workers from losing interest in their jobs.
3. Explain why managers need to delegate authority and responsibility.

**J. Identify the Terminology and Roles in Fundraising and Grants.**
1. Understand the history of philanthropy and fundraising.
2. Identify industry terms.
3. Identifying and soliciting donors.
4. Identify the role of board members and volunteers.
5. Understand grant writing.
6. Identify the various types of grants.
7. Seeking grant support.
8. Discuss ways of asking for donations.
9. Discuss ways to make money from an event.
10. Understand the role of corporate sponsors in funding an event.
11. Draft a formal proposal for event funding.

K. Understand the Basics of Finance.¹
   1. Describe the nature of credit.
   2. Identify the different types of credit.
   3. Understand the difference between a creditor and a debtor.
   4. Name factors used to determine credit worthiness.
   5. Identify the steps to planning a budget.
   6. Analyze an event budget.
   7. Name different types of income and expenses.
   8. Identify types of checking and savings accounts.
   9. Describe services that banks provide.
   10. Explain how to reconcile a checking account.
   11. Explain how interest is earned.
   12. Define stocks and bonds.
   13. Explain how stocks and bonds are sold.
   14. Use spreadsheet functions.
      a. Use software to enter, calculate, display data, and interpret results.
      b. Create a spreadsheet based report.
      c. Create a simple spreadsheet using functions: SUM, MIN, MAX, and AVERAGE.
      d. Create a budget.
      e. Keep track of an investment or savings account.
      f. Use a spreadsheet to compute a payroll and an amortization chart.
      g. Create a graph that represents data in a variety of settings.

L. Demonstrate Knowledge of Small Business Management and Entrepreneurship.¹
   1. Demonstrate knowledge of the skills needed to start a new business.
   2. Describe the entrepreneurial process.
   3. Demonstrate knowledge of the methods used to conduct research into selecting an established business for purchase.
   4. List and explain the major factors influencing the success or failure of a small business.
   5. Develop a business plan.
   6. Demonstrate knowledge of the management skills needed to operate a small business.
   7. Demonstrate knowledge of the necessary accounting principles and records to operate a small business.
   8. Demonstrate knowledge of marketing and customer service principles as they apply to small business operations.
   9. Compile, analyze and apply information to solve business problems.

M. Demonstrate Problem-Solving Skills in Various Situations.¹
   1. Analyze case studies related to business management and develop effective solutions to the issues and concerns presented.

¹ODCTE objective
All unmarked objectives are TTC instructor developed.
Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy percent (70%) or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.