



### **Course Description**

#### **HFT2241 | Leadership and Quality Assurance Management | 3.00 credits**

Provides an analysis of management issues related to the "personal touch" in customer service and quality assurance in the hospitality industry. Emphasis is placed on the importance of contemporary management and business practices to keep up with the demands of an ever-changing industry.

### **Course Competencies:**

**Competency 1:** The student will be able to identify compelling hospitality service staffing issues, including training and motivational strategies by:

1. Providing instruction methods Discussing incentive programs

**Competency 2:** The student will be able to define the concept of service strategies, including exceeding guest expectations and developing a service culture by:

1. Discussing the importance of evaluating recruiting methods
2. Developing incentive programs and other motivational techniques.
3. Understanding training concepts suitable for the job position

**Competency 3:** The student will be able to explain the service delivery system and methods of service recovery and assessments by:

1. Discussing the importance of evaluating recruiting methods
2. Developing incentive programs and other motivational techniques
3. Understanding training concepts suitable for the job position
4. Addressing benchmarking techniques of service-driven hospitality companies. Discussing methods to exceed expectations

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information