

## PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: August 18, 2008

Request for: Course addition

Submitted by: Brenda Montgomery

Approved by: Department Head: Brenda Herrick

Dean of School: Wally Hoefler

Reviewed by: Registrar: Sammy Woods

Vice President: \_\_\_\_\_

- I. **Catalog description:** Pre-requisites; Junior standing and nine hours of HA courses, or permission of instructor. This course analyzes the organizational diversity of clubs exploring governance, management and operations of profit and non-profit clubs.

- II. **Number:** HA 4253

Title for Catalog: Club Management

Title for Inventory: Club management

Effective date or term: Fall 2009

- III. **Justification and feasibility of course:**

**A. What is the need for this course? Who will take it?**

1. Students will discover the contributions of the club market on the hospitality industry.
2. The student will analyze and contrast the establishment, hierarchy, governance and management of clubs.

app CC 9/19/08 <sup>1</sup>  
app FS 10/8/08

Hospitality students will be the primary consumers.

**B. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department?**

This is the only course in club management emphasizing profit and non-profit organizations in the Hospitality curriculum. One area of weakness in the current Hospitality curriculum is the lack of understanding of leadership and the utilization and management of profit and non-profit organizations. Students in the lodging emphasis need to learn how to run the different types of clubs that are in the industry. It is extremely important to understand the governance, and the hierarchy that is in this entity. This course should help prepare them for the role of supervisor and manager in this specialization.

**C. Is this course part of any general plan of development within your department? Explain.**

The Hospitality Administration Program was recently accredited. During the accreditation visit, the visiting team felt there were too many required core courses and not enough options for the students to select areas of specialization within the hospitality curriculum. The HA Program is preparing to divide the curriculum into 3 emphases; food and beverage management; lodging and club management; and tourism and event management. The HA Faculty felt all Hospitality students in the lodging and club management emphasis needed a course in managing clubs. Supervising employees is specialized in this field of hospitality situations.

**D. How often will the course be offered.**

Once each academic year.

**E. How will the course be staffed?**

Current full time faculty or adjunct professor.

**F. When applicable, state with which departments you have specifically coordinated this change?**

None. This course affects only the hospitality students.

**G. How does this course integrate with the assessment process of the department?**

This course will help students in their knowledge and understanding of the ACPHA accreditation standards listed below which are part of the Hospitality Administration Assessment Plan:

- The marketing of hospitality goods and services;
- The economic environment of profit and non – profit organizations;

Artifacts to be used to measure student outcomes will include special event critiques, property evaluations, attending board meetings and to critique organizational charts and exam questions.

**ARKANSAS TECH UNIVERSITY**  
**DEPARTMENT OF PARKS, RECREATION AND HOSPITALITY ADMINISTRATION**  
**HA 4253 CLUB MANAGEMENT**

**Hospitality Administration Mission Statement**



The mission of the Hospitality Administration Program is to provide quality education in hospitality administration and provide a foundation for professional growth and development. This is achieved by:

- Providing knowledge and skills through a comprehensive academic curriculum;
- Demonstrating professionalism, leadership, and high ethical standards by a competent faculty and administration;
- Promoting community service and outreach;
- Emphasizing the importance of research and continuing education;
- Encouraging life-long learning.

**CATALOG DESCRIPTION:** Pre-requisites: Junior standing and nine hours of HA courses, or permission of instructor. This course analyzes the organizational diversity of clubs exploring governance, management and operations of profit and non-profit clubs.

**LEARNING OUTCOMES and ASSESSMENT METHODS**

HA Number	HA Title	ACPHA Standards	Learning Outcomes	Artifacts
HA 4253	Club Management Operations	The marketing of hospitality goods and services;	The student will <i>discover</i> the contributions of the club market on the hospitality industry.	Exams, Property Evaluations, Special Event Critiques,
		The economic environment of profit and non-profit organizations;	The student will <i>analyze</i> and <i>contrast</i> the establishment, hierarchy, governance and management of clubs	Attend board meetings and critique organizational charts

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**OFFICE HOURS:** MWF 1-4 PM; TR 9:30-11:30 AM  
**CLASS TIME:** MWF 9:00-9:50 am  
**LOCATION:** 125 Williamson

**TEXT:**

Contemporary Club Management: American Hotel & Lodging Association Educational Institute, American Hotel & Motel Educational Institute, Joe Perdue. 2007

Private Clubs: Management and Operations (Ngf Info Pacs Series). Supervisory Skill Builders for Private Clubs (9 Leader's Guides). American Hotel & Motel Educational Institute. 2005

The Management of Clubs, Recreation, and Sport: Concepts and Applications. Sawyer & Smith. Sagamore Publishing. ISBN-10: 1571670270.

**SUPPLEMENTARY TEXT:**

A Club Manager's Guide to Private Parties and Club Functions. Perdue, Montgomery, Shock & Stefanelli. Wiley & Sons. ISBN -13. 978-047129786

Total Health Club Management. Steve Main. 2006.

Start Your Own Bar and Club (startup). Entrepreneur Press 2006.

An Anthology on Club Management. Michael Byrne (2001)

**GRADING SCALE IN PERCENTAGE OF TOTAL POINTS:**

100-90 A  
89-80 B  
79-70 C  
69-60 D  
59↓ F

***Reading Assignments:***

Each student is expected to read the assigned information before it is discussed in class.

***Exams***

There will be four exams including the final. Exams will include multiple choices, true/false, matching, and/or open-ended questions. The final exam will be a normal exam.

***Student Aides Online Power Points and Lecture Notes:*** There will be power point presentations covering one chapter lecture in the textbook. The students will have access to these on Blackboard in "Information".

### *Outside Assignments:*

#### *Special Events:*

This class will be actively attending events and Board Meetings of various clubs. Twenty-five percent of your grade is based on events outside of the classroom. Participation is expected and attendance to these events is required. Attendance and written critiques will be equal to an exam grade. The written portion of the events is just as important as the attendance. A student cannot pass this class without participation in these events. Events must be approved by the instructor.

#### *Blackboard Assignment Guidelines:*

- Any assignments submitted and uploaded as an attachment, be sure to place your name and the contents of the attachment on the subject line.
- When assignments are turned in on Blackboard, use the Digital Drop Box (in Course Information) and upload the attachment document in Microsoft Word.
- On the first page of all documents, be sure to place your full name and the date it is turned in to the professor.

#### *In-Class Assignment:*

Students may not make up any points that are earned in-class. The amount of points will vary.

*Late Work Policy:* Late work will be reduced by a 10% grade for each day (24 hours), it is late.

#### *Class Etiquette Requests:*

- Please be on time for class and avoid leaving class if possible.
- When the professor is talking, it is the student's turn to listen – then the professor will do so in kind when questions are asked.
- Please turn off all electrical devices while in class.
- If you need to leave class for a reason, please sit in the back of room to avoid disturbing others.

*Field Trip Policy:* It is the Arkansas Tech University policy that students are not required to attend field trips. However, in lieu of the field trip, a research project may be required to be completed by the student not attending the field trip. Please see "Alternate Assignments" for the requirements of the paper. The instructor will determine the length of the paper and the topic of the paper.

**ACADEMIC DISHONESTY:** Academic dishonesty or misconduct is not condoned nor tolerated at Arkansas Tech University. Unless stated otherwise all assignments for this course are to be completed independently without assistance from or in collaboration with others. Please refer to the Regulations and Procedures Section in the 2007-08 ATU (Tech) Undergraduate Catalog.

**PLAGARISM:** In the event that the professor believes that the work you submit is not your own, ATU has authorized any professor permission to utilize the website [www.turnitin.com](http://www.turnitin.com) be so advised, permission is not needed from the student if there is a questionable document.

**SPECIAL SERVICES:** Any student with a disability whose special accommodations are registered with the ATU Learning Assistance and Testing Center {Student Services} in the 2007-08 Catalog. Please advise the professor if accommodations are needed as soon as possible.

**The professor reserves the right to make changes to the course outline and syllabus as needed.**

#### **HA 4253 CLUB MANAGEMENT COURSE OUTLINE**

<b>Week</b>	<b>Topic</b>
1. Week 01	The Organization and Different Designs
2. Week 02	Managing the Private Club
3. Week 03	Private Club Operations
4. Week 04	Facilities Planning and Design & Equipment and Furnishings
5. Week 05	The Menu with Purchasing, Receiving, Storage, Inventory
6. Week 06	Plan a Class Club Event
7. Week 07	Membership and Financing The Organization
8. Week 08	Performance Enhancement Techniques
9. Week 09	Services in the Club Management Environment
10. Week 10	Motivation at Work
11. Week 11	Motivation at Work and Quality Management
12. Week 12	A Profitable Managed Club
13. Week 13	Fitness or Health Club and Running a Gold Club
14. Week 14	Execute a Class Club Event
15. Week 15	Club Management Trends
16.	Final's Week