A. Course Description

Credits: 4

Prerequisites: MGMT 310 Management Principles and Practices

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course addresses the management policies and decisions made at the central headquarters as different from those at the individual properties. For example, location decisions, training, advertising strategies and many of the purchasing policies are made at the home office and communicated to the local properties for implementation.

B. Course Effective Dates: 08/17/2004 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Learn the organization and management structure regarding hotel and restaurant chains.
2. Understand the difference between corporation ownership and private ownership.
3. Understand the difference between a franchisee and a franchisor.
4. Comprehend the challenges facing chain venues in today’s hospitality market.
5. Understand the pros and cons of joining a franchise chain.
6. Review the financial opportunities regarding chain venues.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None