Common Course Outline for:
 Hospitality Management (HSMA-1170)/Business Management (BUSN-1170)
"Introduction to Club Management"

A. Course Description
 1.   Number of credits: 4
 2.   Lecture hours per week: 4
       Lab hours per week: None
 3.   Prerequisites: None
 4.   Co-requisites: None
 5.   MnTC Goals: None

Introduction to Club Management provides a unique perspective on all types of Club Management including spa, fitness, athletic and city clubs. Unique discussion and case studies provide the student with the keys to successful leadership development complemented with relationship marketing skills.

B. Date last reviewed: May, 2016

C. Outline of Major Content Areas
 1. An overview of Club Management
 2. The role of Board of Directors and the General Manager
 3. Utilization of service analysis to lead club effectiveness
 4. Training and professional development in clubs
 5. Club Food and Beverage Operations
 6. Managing entertainment in clubs
 7. Club financial management
 8. Club Technology
 9. Club Operations Management

D. Course Learning Outcomes
Upon successful completion of the course, the student will be able to:
 1. Understand club makeup and hierarchy
 2. Set up a Board of Directors and understand the role of General Manager
 3. Conduct service analysis including service operations analysis as well as service management assessment.
 4. Facilitate setting up a strategic planning process for clubs
 5. Understand and participate in marketing and human resource activities.
 6. Successfully recruit market and build membership base in a club setting.
 7. Perform essential training and professional development in clubs.
 8. Manage entertainment in clubs.
 9. Understand and participate in club Food and Beverage Operations.

10. Financial management and facilitate organizational change.
11. Utilize club technology to improve employee productivity

E. **Methods for Assessing Student Learning**
The instructor will choose from a combination of evaluation procedures including exams, quizzes, project-based learning, case studies, etc.

F. **Special Information:** None