

HTM 31500: Club Management and Operations

Course Description

A study of the organization, administration, operation, and opportunities within the private club industry, with emphasis on the manager's duties.

Pre-requisite

Hospitality and Tourism Majors only; and HTM 23100, HTM 24100, & HTM 31200.

Course Objectives

At the completion of the course, the student will be able to:

Describe the various types of clubs, and the job of a club manager, including attributes of successful club managers.

Describe the career prospects in managing clubs; the issues facing clubs today and prospects for the future of the club industry.

Explain the fundamentals of good human resource management as it applies to clubs.

List issues that are unique or particularly significant to clubs, including legal, technological and financial issues.

Explain the differences and similarities between clubs and public hospitality operations.

Describe and discuss the products, activities and services in the club industry and how a manager works toward identifying, understanding and improving these in their club.