

COURSE OUTLINE

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DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Introduction to Hospitality
COURSE NUMBER:	HMG 301
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	3
LECTURE HOURS:	33
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor
COURSE DESCRIPTION:	This is a survey course of the various segments of the Hospitality Industry, including a brief history and current issues, with an emphasis on service.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication

- Read and listen actively to learn and communicate.
- Speak and write effectively for academic and career purposes.

2. Human Relations

- Use social interactive skills to work in groups effectively.
- Have knowledge of the diverse cultures represented in our multicultural society.

3. **Critical Thinking & Problem-Solving**

- Think critically in evaluating information, solving problems and making decisions.

4. **Technology**

- Select and use appropriate technological tools for academic and career tasks.

5. **Personal Responsibility**

- Uphold the highest standard of academic honesty and integrity.
- Respect the rights of others in the classroom, online and in all other school activities.
- Attend class regularly, complete assignments on time and effectively participate in classroom and online discussions, group work and other class-related projects and activities.
- Abide by appropriate safety rules in laboratories, shops and classrooms.

6. **Information Literacy**

- Independently access, evaluate and select information from a variety of appropriate sources.
- Have knowledge about legal and ethical issues related to the use of information.
- Use information effectively and ethically for a specific purpose.

PROGRAM OUTCOMES:

1. Describe a hospitality business philosophy.
2. Utilize computer technology.
3. Demonstrate expertise in hospitality sales and marketing.
4. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics.
5. Apply basic principles of management and leadership.
6. Recognize diversity of cultural influences and values.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Define "service" and summarize how service businesses differ from manufacturing businesses.
2. Summarize reasons people travel and describe travel trends and types of travel research.

3. Describe in general terms the makeup and size of the lodging and food service industries and identify advantages and disadvantages of a career in hospitality.
4. Describe in general terms the size of the restaurant industry and list restaurant industry segments.
5. Give examples of guest menu preferences in various parts of the United States and the rest of the world, describe menu categories, and summarize the importance of menu design and menu pricing.
6. Explain various ways hotels can be owned and operated, distinguish chain hotels from independent hotels, and explain how hotels can be categorized by price.
7. Distinguish a hotel's revenue centers from its cost centers.
8. Compare equity clubs with corporate or developer clubs.
9. List and describe types of meetings typically held in lodging facilities.
10. Explain how a cruise ship is organized and describe the development of the cruise industry.
11. Summarize the history of gaming and describe casino hotels and casino operations.
12. Describe the basic tasks of managers and trace the development of management theories.
13. Identify current labor trends affecting the hospitality industry and describe elements of a good human resources program.
14. Distinguish marketing from selling and explain how a marketing plan is developed.
15. Explain why hotel management companies came into existence and describe elements of a typical hotel management contract.
16. Describe types of franchises and explain how franchising works.
17. Give examples of different viewpoints concerning morality, contrast deontology with utilitarianism, and explain the concept of ethical relativism.