

COURSE OUTLINE
Thomas Mayburry
5/10/2007

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 a survey course of the various segments of the Hospitality Industry, including a brief history and current issues, with an emphasis on service. This course also carries national certification from the American Hotel and Lodging Association (AHLA). Certificates issued by the AHLA are in addition to credits earned for successful completion of the course and are widely recognized throughout the hospitality industry.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.

3. Critical Thinking and Problem Solving - This course requires students to critically analyze a specific segment of the Hospitality Industry. Each student will incorporate research outcomes with professional goals to develop their research project. Analysis of case studies is also an integral element of this course.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and from peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.
5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read assigned each assigned chapter, listen to demonstrations by the instructor, and communicate with peers information gathered by research.
6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks. Students in this course will utilize various presentation techniques to deliver their research project outcomes.

PROGRAM OUTCOMES:

3. Describe a hospitality business philosophy
4. Utilize computer technology
5. Describe the building of a brand positioning statement
6. Demonstrate expertise in hospitality sales and marketing
8. Manage and implement daily operations of a hospitality enterprise
10. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
11. Apply basic principals of management and leadership and also 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.

REVISED BY:
DATE: 5/10/2007