



HCTM 120 - Intro to Hospitality Management Course Outline

Approval Date: 12/12/2019

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000502869

Discipline(s)

Division Career Education and Workforce Development

Subject Area Hospitality, Culinary & Tourism Management

Subject Code HCTM

Course Number 120

Course Title Intro to Hospitality Management

TOP Code/SAM Code 1307.00 - Hospitality Administration/Management,
General* / C - Occupational

**Rationale for adding this course
to the curriculum** Change to HCTM.

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment

Grading Option Letter Grade or P/NP

**Distance Education Mode of
Instruction** On-Campus
Entirely Online

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description A beginning course presenting an overview of the hospitality industry with all its segments. This overview will include lodging, restaurants, food and beverage, tourism and recreation, and other operational areas of the hospitality industry.

Schedule Description

SECTION D

Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

A. 1. Understand the scope of the hospitality industry. 2. Understand the impact of the wine hospitality and tourism industries on the local economy.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Recognize the history and scope of the hospitality industry.
- B. Identify the local economic impact of the wine hospitality and tourism industries.
- C. Identify careers in the industry.
- D. Understand the link between hospitality and travel and tourism.
- E. Identify the major segments and specialization of the industry.
- F. Network with industry experts.
- G. Differentiate between the different types of lodging facilities, including hotels/motels/bed and breakfast inns and full-service resorts.
- H. Differentiate between the front of the house and back of the house operations of lodging facilities.
- I. Identify with: -The food and beverage operations of lodging facilities. -The food service industry. -Food service management and managed services. -The wine hospitality business. -Travel agencies and concierge desks.
- J. Recognize the difference between the restaurant business and restaurant operations.
- K. Analyze the operations of recreational facilities such as wineries, golf resorts, spas, theme parks, and clubs.
- L. Analyze how to set up recreational events such as bicycling and golf outings.
- M. Demonstrate how to organize meetings, conventions, exhibitions, banquets, and events.
- N. Discuss the converging role of the gaming entertainment industry.
- O. Recognize the complexity of leadership and management in the industry.
- P. Discuss the different aspects of the following: -Hospitality marketing. -Human resources and risk management/safety procedures. -Accounting, finance, and cost control. -Hospitality information technology, including point-of-sale (POS) systems. -Regulatory compliances in the hospitality, wine, and tourism industries.
- Q.

3. Course Content

- A. Introduction to the Hospitality Industry:
 - a. History and scope of the hospitality industry.
 - b. Local economic impact of the wine hospitality and tourism industries.
 - c. Careers in the industry.
 - d. Link between hospitality and travel and tourism.
 - e. Major segments and specialization of the industry.
 - f. Industry experts as guest speakers.
- B. Lodging:
 - a. Lodging facilities, including hotels/motels/bed & breakfast inns, and full-service resorts.
 - b. Front of the house and back of the house operations.
 - c. Food and Beverage operations.
- C. Restaurants/Food and Beverage:
 - a. Restaurant business and restaurant operations.
 - b. Food service industry.
 - c. Food Service management and managed services.
- D. Recreation/Travel and Tourism:
 - a. Operation of recreational facilities such as wineries, golf resorts, spas, theme parks, and clubs.
 - b. Wine hospitality business.
 - c. Recreational events, such as bicycling events and golf outings.
 - d. Meetings, conventions, exhibitions, banquets, and other events.
 - e. Travel agencies and concierge desks.
 - f. Gaming entertainment industry.
- E. Operations:
 - a. Leadership and management in the industry.
 - b. Hospitality marketing.
 - c. Human resources and risk management and safety procedures.
 - d. Accounting, finance, and cost control.
 - e. Hospitality information technology, including point-of-sale (POS) systems.
 - f. Regulatory compliances in the hospitality, wine, and tourism industries.
 - g.

4. Methods of Instruction:

Activity: Group assignments

Discussion: Class discussions

Lecture: Instructor-guided discussions

Projects: Group case study reviews

Visiting Lecturers: Guest speakers who are industry professionals.

Other: Instructor will present power point presentations, facilitate class discussions, develop group activities, case study reviews and chapter review assignments. Vocational training videos will be shown along with guest speakers.

Online Adaptation: Activity, Directed Study, Discussion, Group Work, Lecture

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Home Work -- For example: Hotel profile assignment, creating a profile for a hotel in Napa Valley. For example: Hotel classification assignment, defining hotel types and finding examples of each. For example: Restaurant review assignment, dining at a restaurant and

conducting a review of the restaurant experience.

Mid Term --

Additional assessment information:

Completion of all assigned homework and chapter tests, including material covered in lectures, and by guest speakers.

1. Midterm and final. Midterms and finals may include objective, true/false, multiple choice, and short-essay questions.

For example:

Midterm Exam Essay: Prepare a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis on the Meritage Hotel and Resort. Summarize your findings in 3-4 short paragraphs.

For example:

Final Exam Essay: Analyze the case, "Dinner in Napa Valley," and describe what the restaurant manager could have done better to ensure the "Wine Auction" dinner went more smoothly. Write your summary in 3-4 paragraphs.

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Selected readings from the textbook, periodicals, library collections, trade publications, trade associations, and handouts furnished by guest lecturers.

1. Read Chapter 7, "The Restaurant Business," to learn how to differentiate between the restaurant business and restaurant operations.

2. Read Restaurant News, paying particular attention to customer service strategies.

B. Writing Assignments

1. Each student will be required to submit a one-page, typewritten brief summarizing the key aspects of the industry experts' classroom presentations.

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: John Walker
Title: Introduction to Hospitality
Publisher: Prentice-Hall
Date of Publication: 2012
Edition: 4th

B. Other required materials/supplies.