

Prepared by the Department of Business

Date of Departmental Approval: February 2, 2017

Date approved by Curriculum and Programs: February 22, 2017

Effective: Fall 2017

1. Course Number: HRM 140

Course Title: Introduction to Hospitality Management

2. Description: Students are introduced to the operation of businesses in the hospitality field. Emphasis is on the development cycle of the industry, current trends, and analysis of management responsibilities.

3. Student Learning Outcomes:

Upon successful completion of this course, students are able to do the following:

- Define and give examples of the various components that make up the Hospitality Industry, with a view both historically and with future trend orientation.
- Define and give specific examples of the employment opportunities that exist in the Hospitality Industry
- Define the components of management and relate these components to the Hospitality Industry
- Use an organizational chart for decision making.
- Demonstrate, using case studies, decision making theories as they relate to the Hospitality Industry
- Demonstrate an understanding of the guest cycle in a lodging operation
- Differentiate between a revenue center and a cost center in a lodging operation
- Identify and differentiate the types of lodging operations
- Identify and differentiate the types of food service operations
- Differentiate and give examples of commercial and non-commercial food service operations
- Define tourism and demonstrate the implications of tourism development from a sociological, economic and employment standpoint.
- Apply management decision making based upon quantitative measures.
- Describe the development of rules regarding the rights and abilities of hospitality operators under the common law system, as well as the ways in which contract law, tort law, and negligence law affect the hotelkeeper

4. Credits: 3 credits

5. Satisfies General Education Requirement: No.

6. Prerequisite: ENL025 (Reading & Writing Essentials) or satisfactory basic skills assessment score

7. Semester(s) Offered: Fall

8. Suggested General Guidelines for Evaluation: Written and practical examinations, group projects, homework assignments, class participation and a written research project.

9. General Topical Outline (Optional): See attached.

HRM140. Introduction to Hospitality Management Content Outline

- I. The Hospitality Industry
 - A. Components of the industry
 - a. Lodging and Food Service
 - b. Transportation
 - c. Retail
 - d. Attractions and Entertainment
 - e. Government Agencies
 - B. Business organization and career options
- II. Introduction to Management
 - A. Definitions
 - B. Components of Management
 - a. Planning
 - b. Organizing
 - c. Implementing/Leading
 - d. Controlling
 - C. Management Decision Making
 - a. The Organization Chart
 - i. Authority and responsibility
 - ii. Delegation
 - b. Decision making and financial accounting data
 - c. Decision making and managerial accounting data
- III. The Tourism Industry
 - A. Definition
 - B. Implications of tourism development on Cape Cod
 - C. Sustainable Tourism
 - a. Eco-Tourism
 - b. Combating seasonality
 - c. Comparisons to other like areas
 - d. Cape Cod geography
- IV. The Food Service Industry
 - A. Types of food service
 - a. Non-commercial-not open to the public
 - b. Commercial-open to the public
 - i. Restaurant types and characteristics
 - B. Management with the use of the menu
 - a. The six M's of Management
 - C. Staffing
 - a. Labor cost control
 - b. Hiring practices
 - c. Training
 - D. Food service management decision making
 - a. Quantitative tools
 - i. Menu engineering
 - ii. Menu mix analysis
 - iii. Menu pricing and cost percentages
 - 1. food, beverage, labor, controllable costs
 - 2. cost of goods sold, contribution margin,
 - 3. fixed, variable and mixed costs in food service
 - E. Legal issues of food service management
 - a. Truth in menu laws
 - b. Food and liquor liability
 - c. Special event liability
 - d. Workman's Compensation
 - e. Contracts-The Franchising process for food services

IV. The Lodging Industry

- A. Types of lodging operations
 - a. Hotels-various types and characteristics
 - b. Motels-various types and characteristics
 - c. Other Operations
 - i. B&B, condotels, time share, camp grounds
- B. Lodging Organization and operations
 - a. Departmental Review
 - i. Career options
 - b. Communication and staffing within departments
 - c. The Guest Cycle: Pre-arrival, arrival, occupancy, departure
- C. Lodging management decision making
 - a. Quantitative tools
 - i. Inventory control including
 - 1. room types
 - 2. room rates
 - 3. Average daily rate
 - 4. Revenue per available room
- D. Legal issues of lodging management
 - a. Reservation/Registration legal obligations
 - b. Guest and property liability
 - c. Special event liability
 - d. Workman's Compensation
 - e. Contracts-The Franchising process for hotels