

Montgomery County Community College
HOS 111
Introduction to Hospitality Management
3-3-0

COURSE DESCRIPTION:

This course is designed to introduce the student to the vast variety of career opportunities and career paths within the world's largest and fastest growing industry. Each segment is discussed in terms of its growth potential, trends, unique characteristics, and management responsibilities. Field trips are taken hospitality-industry related operations which may include hotels, restaurants, country clubs, conference centers, caterers and retirement communities.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Discuss the relationship between guest satisfaction and employee responses during a service encounter.	Lecture Discussion Journal Reports Field Trips	Exams Field Trip Reports
2. Describe the relationship between the hospitality industry and travel and tourism.	Lecture Discussion Films	Exams Journal Reports
3. Identify major global socio-economic factors that affect the hospitality industry.	Lecture Discussion Films	Exams Internet Research Reports
4. Differentiate the advantages and disadvantages of operating independent and chain companies.	Lecture Discussion Field Trips	Exams Field Trip Reports

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
5. Distinguish the various segments of the industry including food service, hotels, resorts, casinos, conference centers, caterers, arenas, retirement communities, and others.	Lecture Discussion	Exams Internet Research Reports
6. Discuss the role of the meeting planner with respect to the planning, organization, and execution of an event.	Lecture Discussion Field Trips	Exams Journal Reports Field Trip Reports
7. Identify career options available in the hospitality industry.	Lecture Discussion Field Trips Films	Exams Field Trip Reports Journal Reports Internet Research Reports
8. Generate reports of their first-hand experience obtained during hospitality tours.	Field Trips	Field Trip Reports

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Welcome to Hospitality
2. Hospitality History
3. Current Trends and Future Issues
4. Career Expectations
5. Entrepreneurial and Independent Operations
6. Chain Operations
7. Franchising and Referral Organizations
8. Contract and Referral Organizations
9. Industry Associations and Ratings
10. Hospitality Service Fundamentals
11. Leadership, Communications, and Hospitality Operations
12. Marketing Hospitality & Tourism Enterprises through Traditional & Social Media
13. Managing Revenue and Expenses
14. Human Resource Management
15. Law and Ethics
16. Physical Plant Management
17. Hotel Operations
18. Lodging Segments

19. Restaurant Operations
20. Foodservice Segments
21. Meetings and Events Management
22. Private Clubs
23. Casinos
24. The Culinary World
25. Bar and Beverage Operations
26. Attractions Management
27. Cruise Ships
28. Food, Wine, and Distribution Services
29. Careers in Hospitality and Tourism Education
30. Golf Management
31. Management Consulting
32. Real Estate in Hospitality
33. Hospitality in Senior Living
34. Sports and Entertainment Centers
35. Travel Management Companies and Tour Operators
36. Facility Layout and Design Consulting

In addition, students participate in visits to at least three hotels, retirement communities, restaurants, country clubs or operations in the business and industry sector.

LEARNING MATERIALS:

Robert Brymer & Misty Johanson: *Hospitality – An Introduction (15th Ed.)*

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Debra Hunt	Date: 3/2005
Revised by: Debra Hunt	Date: 3/2009
Revised by: Debra Hunt	Date: 2/08/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/9/2013
Revised by: Debra Hunt	Date: 5/2/2016
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 5/3/2016
Revised by: Debra Hunt	Date: 5/12/2016
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 6/16/2016
Revised by: Debbie Dalrymple	Date: 6/27/2016

VPAA/Provost or designee Compliance Verification:

Date: 6/27/2016



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.