



COURSE OUTLINE : HRM 222
D Credit – Degree Applicable
COURSE ID 001520
Cyclical Review: September 2021

COURSE DISCIPLINE : HRM

COURSE NUMBER : 222

COURSE TITLE (FULL) : Introduction To Hotel And Resort Operations

COURSE TITLE (SHORT) : Hotel & Resort Operations

CALIFORNIA STATE UNIVERSITY SYSTEM C-ID : HOSP 140 – Introduction to Hotel Management

ACADEMIC SENATE DISCIPLINE: Culinary Arts/ Food Technology

CATALOG DESCRIPTION

HRM 222 focuses on the development of the core competencies required of a hotel/resort manager in preparation for successful management careers and leadership roles in the hotel and resort industry. Students explore the following topics: front office, housekeeping, food and beverage, sales and marketing, accounting, property maintenance, human resources management and information systems.

Total Lecture Units:3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours:54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Prerequisite: None.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				N/A	No

EXIT STANDARDS

- 1 describe the operational tasks in a hotel front office operation;
- 2 describe procedures performed by a housekeeping department;
- 3 identify standard operating procedures for a food and beverage unit;
- 4 explain the various functions of a hotel human resources department and the management and organization of teams within such a department;
- 5 list and discuss the management challenges of leading teams from within the hotel environment;
- 6 observe and understand the unique features of the service standards applicable within a hotel or resort;
- 7 analyze case studies and scenarios applicable to lodging operations;
- 8 formulate solutions using analytical and critical thinking skills.

STUDENT LEARNING OUTCOMES

- 1 differentiate between operational procedures in each department in lodging operations;
- 2 identify the major challenges to the hospitality industry and provide analysis for change;
- 3 identify methods to plan and evaluate lodging operations;
- 4 explain management decisions used to project costs, room pricing, and future demand.



COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Overview of the Hotel Business <ul style="list-style-type: none"> • Hotel characteristics • Types • Trends • Design • Hotel structure and staff • Hotel policy • Hotel standard operating procedures • The role of the General Manager • The role of the department heads • The role of front line personnel • The executive committee • Ownership • Types of operating agreements • Lodging • Guest needs • Customer satisfaction • Total quality management • The conference center 	6	0	6
2	Hotel Segmentation <ul style="list-style-type: none"> • Hotel operations and organizations • Lodging operations • Branding • Flag dominance • Franchising 	4	0	4
3	Introduction to Food and Beverage Operations <ul style="list-style-type: none"> • The hotel restaurant business • Specialty/themed food • Beverage operations • Forces shaping food service • Ethnic culinary influences • Food costs • Labor costs • Food and beverage segments and issues • Institutions and institutional food service • Catering • Outside contractors and vendors • Profitability 	6	0	6



4	<p>Hotel Front Office Operations</p> <ul style="list-style-type: none"> • Guest registration • Check-in • Check-out • Night audit • Guest accounting • Accounts payable • Accounts receivable • Yield management • Guest safety and security • Guest services and bell staff 	6	0	6
5	<p>Housekeeping and Property Maintenance</p> <ul style="list-style-type: none"> • Financial liability • Inventory management • Expense control • Chemical/hazardous material regulations • Guest room cleaning • Laundry and linen • Public area cleaning • Deep cleaning strategies • Preventative maintenance • Staffing • Selection • Training 	6	0	6
6	<p>Human Resources (HR) Department</p> <ul style="list-style-type: none"> • HR planning • Phases in staffing • Job analysis • Inventory • Labor market analysis • Hiring • Selection • Placement • Interviewing • Retention • Training • Orientation • Skills training • Team building and staff development • Executive training/seminars • Performance evaluations • Compensation • Payroll • Benefits • Discipline/Labor relations 	6	0	6



7	<ul style="list-style-type: none"> Accounting Functions • Operating Departments • Stores and concessions • Miscellaneous income • Security/loss prevention • Inventory management • Payroll • Taxes • Financial statements: Structure and analysis • Occupancy • Average rate • Group and transient statistics 	6	0	6
8	<ul style="list-style-type: none"> • Marketing Plan Strategies • Fair share and market share analysis calculation • Customer and product segments • Market mix and demographics • The sales office • Structure • Organization • Mission • External marketing • Telephone sales • Personal sales • Advertising • Internal marketing and sales • Up selling • Restaurant and lounge sales • Banquet and meeting room sales • Room sales • Merchandizing 	6	0	6
9	Media Relations and Crisis Management	4	0	4
10	<ul style="list-style-type: none"> • Information and Technology Systems • Point of sales systems • Property management systems • Telecommunications • In-house voicemail • E-mail • Fax transmission • HVAC monitored environmental controls • Video conferencing/distance learning 	4	0	4
				54



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OUT OF CLASS ASSIGNMENTS

- 1 essays (e.g. research and summarize the relationships between the different departments in a hotel);
- 2 group projects (e.g. create a property development proposal for different property segments in a local area);
- 3 individual projects (e.g. develop marketing plans for a resort property);

METHODS OF EVALUATION

- 1 quizzes;
- 2 midterm exam;
- 3 final exam;
- 4 student group project.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Hotel and Lodging Management: An Introduction	Required	Hoboken, NJ: John J. Wiley and Sons	2		Stutts, A	9781119108283	2015