



COURSE OUTLINE : HRM 115

D Credit – Degree Applicable

COURSE ID 001509

Cyclical Review: October 2020

COURSE DISCIPLINE : HRM

COURSE NUMBER : 115

COURSE TITLE (FULL) : Introduction To Hospitality

COURSE TITLE (SHORT) : Intro To Hospitality

CATALOG DESCRIPTION

HRM 115 provides an overview of the hospitality industry with an emphasis on career opportunities, customer service, and personal success strategies. Brief history, description and interrelationships of key leisure industry segments emphasizing the application of technology, ethics, leadership, teams, critical thinking, and service standards for the food service, lodging, and travel-related businesses.

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.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				N/A	No

EXIT STANDARDS

- 1 describe the history of the hospitality industry as a whole and its various segments;
- 2 distinguish between the various types of food service and lodging establishments;
- 3 identify managerial responsibilities in different hospitality operations;
- 4 describe how economic, social, cultural changes have impacted the travel and tourism business;
- 5 demonstrate effective leadership and communication skills in a group setting;
- 6 identify qualities of effective leadership important to the success of hospitality operations.

STUDENT LEARNING OUTCOMES

- 1 choose appropriate curricular and professional work experience options for desired career choices.
- 2 recognize the various components of each segment of the hospitality industry and how they interrelate.
- 3 analyze and evaluate the quality level of customer service in different hospitality settings.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	The Hospitality Industry and You <ul style="list-style-type: none"> • What is hospitality management • Why study in a hospitality management program • Forces affecting growth and change in the hospitality industry • Hospitality through the ages 	6	0	6
2	Lodging –Meeting Guest Needs <ul style="list-style-type: none"> • The history and evolution of lodging • Classifications of hotel properties • Types of travelers (business vs. leisure) • Hotel rating services • Competition and branding in the hotel business 	10	0	10



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3	<p>The Food Service Industry</p> <ul style="list-style-type: none"> • Chain, independent, and franchise restaurant systems • Marketing and branding systems • Food and beverage operations • Site selection criteria • Catering and banquet operations 	10	0	10
4	<p>Travel and Tourism</p> <ul style="list-style-type: none"> • Travel agents and tour operators • Emerging tourism themes: eco, gastro, adventure, culture • Airline industry . • Cruise line industry • Economic overview of travel and tourism 	6	0	6
5	<p>Recreation and Gaming</p> <ul style="list-style-type: none"> • Leisure and wellness • The world of recreational attractions • Club management • Evolution of gaming and casinos • Trends in entertainment industry 	8	0	8
6	<p>Managerial Areas of the Hospitality Industry</p> <ul style="list-style-type: none"> • Interpersonal skills • Managing the service transaction • Planning and organizing • Leadership development • Communicating and decision-making • Service as a sustainable competitive advantage 	14	0	14
				54

OUT OF CLASS ASSIGNMENTS

- 1 essays (e.g. a summary, based on basic library research, of a specific country describing hospitality operations or a description of a site visit to a hotel property or restaurant);
- 2 group projects;
- 3 individual projects (e.g. a written outline of a presentation and appropriate media such as photos depicting a country's hospitality operations);
- 4 field activities.



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METHODS OF EVALUATION

- 1 weekly oral and written assignments;
- 2 midterm
- 3 final exam
- 4 group presentations;
- 5 individual projects.

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	ISBN	Date
Introduction to Hospitality	Required	Pearson	8	print	Walker, John R	9780132959940	2019