



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number HOS 120	Course Title Intro To Hospitality	Credits 3
Hours: Lecture/Lab/Other 3/0/0	Co- or Pre-requisite None	Implementation Semester & Year Spring 2022

Catalog description:

Close-up view of the lodging, food service, travel and tourism fields, with introduction to hospitality management, marketing, guest services, hospitality law, human relations and allied hospitality fields.

General Education Category:
Not GenEd

Course coordinator:
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Required texts & Other materials:

Textbook: Intro to Hospitality Edition: 8th ISBN: 9780135209813
Author: Walker Publisher: Pearson Formats: PAPERBACK, BryteWave Format
Copyright Year: 2020

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to: [Supports ILGs # ; PLOs

1. *Define and classify the scope of the hospitality industry (ILGs # 1, 3 PLOs # 4, 8)*
2. *Compare and contrast similarities and differences between various hospitality settings. (ILGs # 5, 8, 11 PLOs #3, 4, 6, 8)*
3. *Distinguish the components of lodging/restaurant/institutional operations. (ILGs # 1, PLOs # 5, 6, 8)*
4. *Discuss the forces and issues that shape the hospitality industry / travel and tourism including yield management (ILGs # 1, 2, 4, 5, 8 PLOs # 6, 7, 8)*
5. *Differentiate management issues facing hospitality management (ILGs # 1, 8, 9, 11 PLOs #4, 5, 8)*
6. *Understand the role of hospitality managers and their employees (ILGs # 1, 9, PLOs # 4, 5, 6, 8)*
7. *Formulate the knowledge necessary to be a successful hospitality manager (ILGs # 1, 4, 10, 11 PLOs # 2, 3, 5, 8)*

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Hotel Restaurant and Institutional Management (PLO)

1. Apply safe and sanitary practices within any food production department compliant with laws and safety regulations
2. Develop appropriate menus and recipe selections and recognize costs incurred and apply cost control techniques
3. Plan and direct service for buffets, food-related activities, or functions. Understand the purchasing and requisition process
4. Develop professional written and verbal, communication and computational skills related specifically to hospitality
5. Demonstrate principles of effective human resource management in the supervision of employees
6. Analyze computer data for information that impacts budget and income in the hospitality industry such as prime costs and yield management
7. Understand and apply cost control techniques for various hospitality operations
8. Identify and interpret the skills required in supervisory positions in various segments of hospitality

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Introducing Hospitality and Lodging [Supports Course SLO # 1, 4, 6]**

Learning Objectives

The student will be able to:

- discuss hospitality history up to the current state of the industry
- explain why service is so important to success in the hospitality industries and how to predict it
- determine yourself for a career path in hospitality
- Compare different methods of hotel development and ownership.
- Summarize the rating and classification systems of hotels.
- Describe some prestigious and unusual hotels.
- Outline the duties of the general manager and executive committee
- Summarize the main functions of the room's division
- Discuss revenue management and calculate key operating ratios.
- Describe the responsibilities of a food and beverage director and other key department heads.
- Explain the management of food outlets and the responsibilities of their leaders.

Unit II Restaurants And Managed Services[Supports Course SLOs # 2, 3, 5, 6, 7]

Learning Objectives

The student will be able to:

- Discuss the development of our culinary heritage, trends in the industry, and how to develop the skills necessary for a career in the restaurant business.
- Describe the responsibilities in the front and back of the house.
- Summarize managed services and differentiate managed services operations from commercial ones.
- Compare and contrast the difference between managed services for business and industry and the leisure and recreation markets
- Discuss managed services in the school and healthcare segment
- Discuss managed services in the military and airline and airport segment

Unit III Tourism, Recreation, Attractions, Clubs and Gaming [Supports Course SLOs # 1, 2, 3]

Learning Objectives

The student will be able to:

- Explain the development of transportation and compare the different methods of tourist travel.
- Describe tourism in the twenty-first century.
- Describe the economic impact of tourism.
- Compare the major promoters of tourism and describe how they promote tourism.
- Describe the sociocultural and environmental impact of tourism and changing concepts in the industry.
- Explain the concepts of recreation and leisure and how attractions are managed
- Discuss the development of theme parks and some of the industry's key players
- Explain the origins and operations of government-sponsored recreation.
- Explain unique aspects of the casino resort business.
- Summarize the different positions within the gaming industry.

Unit IV Leadership and Managerial Areas Of The Hospitality Industry [Supports Course SLOs # 1, 4, 6, 7]

Learning Objectives

The student will be able to:

- Define *leadership* and identify the characteristics and practices of leaders.
- Define *management* and identify the characteristics of management.
- Discuss ethics in hospitality.
- Discuss the process of strategic planning and strategic management.
- Explain the process of operational planning.
- Identify key factors that should be considered in choosing an organizational design structure and summarize contemporary organizational designs, including team-based structures.
- Explain team-based structures and how companies create productive teams
- Define communication and explain an effective interpersonal communication process.
- Explain organizational communication and summarize the eight steps in the decision-making process.
- Explain how managers make decisions in real-world situations.
- Explain why control is important and explain the control process and describe different types of control.
- Explain contemporary issues in control.

Evaluation of student learning:

I.	Three Progress Tests:	20%
	a) Test 1: Units I	
	b) Test 2: Units II	
	c) Test 5: Units V	
II.	End of Chapter Questions	15%
III.	Guest Speaker Analysis (Choose four)	10%
IV.	Projects	
	a) Restaurant Review	
	b) Icon Bio	
	c) Career Path Research	30%
V.	Hospitality Article Papers & other Assignments	15%
VI.	Class Participation	10%