

**Mercer County Community College**  
**Hotel, Restaurant and Institution Management**

**Course Outline**

**Course Number: HOS 120**

**Course Title: Introduction to the Hospitality**

**Industry**

**Credits: 3**

**Class Lecture Hours per Week: 3**

**Length of Semester: 15 weeks**

**Division: Business and Technology**

**Required Text and Supplies:**

**1) The Dimensions of the Hospitality Industry**

Third Edition, 1999

Paul R Dittmer & Gerald G. Griffin

Van Nostrand Reinhold

**2) The Wall Street Journal**

Available in the MCCC Library and other college libraries

Special student subscription offers are available for college students

**3) Recommended: Fast Company magazine**

Restaurants & Institutions Magazine

National Restaurant Association Magazine

Food Service Management Magazine

The following reference guides are available at the Reference Desk in the MCCC Library:

**1) Foodservice Careers Guide Book**

**2) Hotel Careers Guide Book**

**3) At America's Service**

**Course Description:**

This course introduces the student to the largest industry in the world: the hospitality industry. It includes an overview of lodging, foodservice, institutions, travel and tourism, hospitality management, marketing, hospitality service, related allied fields, hospitality law, and human relations.

**Prerequisites:** None

**Instructor:** Professor Linda Stahl

**Office:** Business Science Building, Room 120 **Telephone:** 609-586-4800 extension 3447

**Office Hours:**

**Objective:** 1) Gain an awareness of the scope of the hospitality industry.

2) Understand the unique similarities and differences between the various  
hospitality settings.

3) Understand the components of lodging/restaurant/ institutional operations.

- 4) Understand the forces and issues that shape the hospitality industry.
- 5) Understand the management issues facing hospitality management.
- 6) Understand the role of the hospitality manager and their employees.
- 7) Gain knowledge necessary to be a successful hospitality manager.

Method of Instruction: Due to the large amount of information necessary to understand the Hospitality Industry and the required management knowledge needed to be truly a competent manager, employee or employer, this course will include lectures, field visits to a wide variety of industry operations, guest speakers, video presentations, role playing activities, and independent studies, etc.

1. **Wall Street Journal:** All students will be required to read the Wall Street Journal, seeking articles **related specifically to the hospitality industry**. The Wall Street Journal continually monitors and publishes information about the rise and fall of various aspects of this industry, as well as, related economic issues that affect the hospitality industry; and ultimately your career. Each student will be required to find at 12 articles throughout the semester; they will then be required to write a brief one or two paragraph review of the affect of the information in the article on the industry and on possible future opportunities for hospitality managers, employees and operators. All articles and paragraph write-ups must be retained in a small binder or folder which will be turned in on the 14th week of class. You will also be require to present to the class a verbal review of your article and your understanding of this information throughout the semester. Be prepared by the fifth week to present at least two articles to the class. Any student who is not prepared with their articles by the announced date loses grading points. Each article is worth 10 points for a total of 120 points. This section is worth 25% of your final grade
  
2. **Attendance: 25% of your final trade is based on your attendance. 8 points for each class. Participation is mandatory. No points are awarded for taking up space!**  
**120 points for the semester.**  
**Attend 10 or fewer classes and you will automatically Fail the course.**
  
3. **Term Project:** Each student is required to research and present to the class a term project. This term paper and presentation is an opportunity for you to discover career information about an aspect of the hospitality industry that you have wanted to know. This paper is help you gain insight to assist you in your professional development. This paper is to help answer your questions about this industry. By the third week of class, you must submit a one page written report to me, listing the nature and intent of your report. All term papers and presentations must be ready by the 14th week of class. Students will make their presentations on a random basis. You must be present for all presentations. Anyone not attending these presentations will receive an “F” for their term project. Anyone not prepared to present their project on the day they are

called upon will receive an "T" for their project. You cannot submit your project late. The term project is worth **25% of your final Grade. Worth 120 Points.**

**4) Student Workbook and Final Examination:** You are required to complete the student workbook on an ongoing basis. Your final written examination will be based on this workbook. The final examination is a certification examination under the auspices of the Professional Management Development Program of the Educational Foundation of the National Restaurant Association. This examination will take place during finals week. The completion of the workbook and certification examination is worth 25% of your final grade. The workbook must be turned in for review after the final certification examination. Do not forget to bring it with you; you will need the form in the front of the book.

Completion of workbook and passing examination is worth 120 points.

**Total Points earned for course: 480 points**

**Final Grading: 90% to 100% of total points = A**

**80% to 89% of total points = B**

**70% to 79% = C**

**60% to 69% = D**

**59% or less = F**

### **Term Project: HOS 120**

**You may select one of the following projects below:**

**A) Field Survey:** Compare and contrast 3 hospitality operations in direct competition with one another. You must develop questions that would investigate those areas of the hospitality operations that you are interested in finding answers to. These questions must be relevant and must be asked in a personal interview.

I would be happy to assist any student with these questions. You must develop and present audiovisuals during your presentation to help other students understand your research.

**B) Personnel Control Survey:** Compare and contrast three hospitality operations in the area of personnel controls. Examples could include: methods of recruiting, training, hiring and firing. Personnel benefits for various positions; personnel motivation techniques, or any other particulars that you are interested in understanding how hospitality operations motivate their employees, etc.

**C) A student may modify either Project or develop a unique Project that will benefit them in understanding the hospitality industry. Students must meet with me for approval.**

Field Visits: Throughout the semester, visits will be arranged with a variety of hospitality organizations. During these visits, the class will meet at the hospitality site; maps will be provided. You are required to attend these hospitality operations as though it was a

regular class. You are required to arrange your own transportation to and from the visitation site. Regular class assignments will be delayed to the following week.

Session 1: Introduction to HOS 120

Session 2: Overview and Scope of the Hospitality Industry

Read: Chapter 1

Early Development of the Hospitality Industry

Read: Chapter 2

The Hospitality Industry in the United States I and II

Read: Chapter 3 and 4

Opportunities within the Hospitality Industry

Session 3: Business Structures of Hospitality Organizations

Independent, Chain, Franchise and Management Contracts

Read: Handouts

Hospitality Business Organizations

Read: Chapter 14

Hospitality Industry Associations

Session 4: Introduction to the Food and Beverage Industry

Read: Chapters 5, 6, and 7

Session 5: Wall Street Presentations

Session 6: Introduction to the Lodging Industry

Read: Chapters 8, 9, and 10

Session 7: Introduction to the Travel and Tourism Industry

Read: Chapter 11, 12, and 13

Session 8: Hospitality Business Perspectives

Read: Chapter 11

Session 9: Introduction to Management Issues

Managing Hospitality Operations

Read: Chapter 15

Prepare for a role playing activity

Functions of a hospitality manager

How to motivate your staff

How to be a leader and its importance in being a great hospitality manager

The management Quiz

Session 10: Diversity Management in the Hospitality Industry

Read: Handouts  
Prepare for a role playing activity

Session 11: Service in the Hospitality Industry  
Read: Handouts

Session 12: Wall Street Day  
Prepare to present up to 3 wall -street articles and to discuss your review of the article.

Session 13: Hospitality Marketing  
Read: Chapter 16

Human Resources Management in Hospitality  
Read: Chapter 17  
Hospitality Accounting  
Read: Chapter 18  
Tomorrow's Hospitality Industry  
Read: Chapter 19

Session 14: Term Project Presentations

Session 15: Term Project Presentations

Session 16: Final 'Certification' Examination