



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**INTRODUCTION TO HOSPITALITY MANAGEMENT
BUS1435 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

BUS1435 - INTRODUCTION TO HOSPITALITY MANAGEMENT (3 hrs)

An introductory course to Hospitality Management designed to provide current information on topics relevant to the management, marketing, and operations positions in the expanding hospitality industry. The course explores the history of hospitality management and how hospitality will be affected by the changing world. It will also cover the foodservice, lodging, and specialized segments of the hospitality industry. Identifying and exploring career opportunities and ways to plan for success in this expanding field will be included.

Prerequisites:

None

Controlling Purpose:

This course is designed to help the student increase their knowledge concerning hospitality, foodservice, travel and tourism in today's rapidly changing business environment of the hospitality industry.

Learner Outcomes:

Upon completion of the course, the student will be able to consider a career in hospitality and be prepared to face the challenges and opportunities in this expanding global market.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for

taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Welcome to the Hospitality Industry

Outcomes: The student will gain a familiarity of hospitality from the perspective of the guest.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Define hospitality industry and provide examples of both successful and unsuccessful hospitality experienced.
						Identify the basic components of the hospitality industry.
						Explain the relationship between guest satisfaction and employee responses during a service encounter.
						Compare the opportunities and basic skills needed to pursue a career in hospitality management.

UNIT 2: Travel and Tourism: Partners in Hospitality

Outcomes: The student will gain an understanding of the relationship between travel and tourism.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Describe the relationship between the hospitality industry and travel and tourism.
						List major components of business travel.
						Name and describe ways tourism is promoted.
						Define destination image and explain how such images affect where people choose to travel.
						Discuss the positive and negative effects of tourism.

UNIT 3: Global Issues and Hospitality

Outcomes: The student will illustrate the relationships between social, cultural, and global issues related to hospitality management.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify major factors that affect the hospitality network.
						Explain how statistics regarding the global economy aid business leaders.
						Define demographics and list ways hospitality guests have reacted to economic or cultural trends.
						Name examples of technological innovations and explain how they have affected the hospitality industry.
						Identify types of political forces and illustrate how they can affect the hospitality industry.

UNIT 4: Dynamics of the Lodging Industry

Outcomes: The student will have a familiarity of the classifications of lodging properties.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify influences affecting the hotel industry over the years.
						Explain how lodging properties can be classified.
						Discuss advantages and disadvantages of operating independent and chain companies.
						Compare company-owned, franchise-licensed, and management contract forms of chain ownership.
						Identify the eight Ps of hospitality marketing

UNIT 5: Hotel Development

Outcomes: The student will be familiar with the knowledge of hotel development.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify the steps of hotel development from conceptualization to grand opening.
						Explain how location influences the success of a hotel.
						Evaluate the importance of completing a feasibility study before building a new lodging facility.
						Outline the factors involved in obtaining financial backing for hotel development and operations
						Identify the basic design requirements of a hotel.
						Explain the concept of ambiance and its role in guest satisfaction

UNIT 6: Hotel Management and Operations

Outcomes: The student will gain familiarity of management and operations of a hotel.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Describe the basic organizational structure of a hotel, including the types of positions available and the responsibilities of each.
						Describe ways the hotel industry can reduce its turnover rate.
						Identify major pieces of equal opportunity legislation and analyze their effect on hotel management and employees.
						Analyze strategies for determining breakeven points and room rates.

UNIT 7: Contemporary Food Service Concepts

Outcomes: The student will gain familiarity with the variety of commercial and on-site foodservices.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Describe the relationship between market, concept, and menu in commercial foodservice.
						Identify the primary characteristics of fine dining, theme, casual, family, and cafeteria/buffet restaurants.
						Describe the key differences among independent, chain, and franchise foodservice operations.
						Describe the differences between commercial and institutional (on-site) foodservices.
						Identify the primary characteristics of the segments of the institutional foodservice market.

UNIT 8: Culinary Arts and Foodservice Operations

Outcomes: The student will gain familiarity with the traditions of culinary arts.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Explain the four factors that influence menu planning and development.
						Identify the components that make up the production cycle.
						Discuss the social and cultural issues involved in food service operations..

UNIT 9: Beverage Management

Outcomes: The student will gain familiarity with a variety of beverages that are traditionally part of foodservice.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Name the variety of beverages available in today's foodservice market and describe current trends in nonalcoholic beverage sales and consumption.
						Examine current trends in alcohol sales and service and relate them to today's emphasis on healthier, more moderate lifestyles.
						Identify major legal issues related to alcohol sales and how establishments protect against violations.

UNIT 10: Meetings, Conventions, and Expositions Business

Outcomes: The student will gain familiarity with the rapidly growing industry segments that cater to business and long-term guests.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify two factors that distinguish meetings, conventions, and expositions from other hospitality industry segments.
						Discuss the role of the meeting planner with respect to the planning, organization, and execution of an event.
						Tell how a working relationship with the local convention and visitor bureau can enhance a meeting, convention, or exposition..
						Explain how the hospitality industry relates to long-term residential health care.

UNIT 11: Leisure Activities and Hospitality

Outcomes: The student will gain a familiarity of recreation management.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify three areas of leisure-time activities and explain how they relate to the hospitality industry.
						Compare and contrast four types of social clubs.
						Identify four types of specialized hospitality sectors related to recreation.
						Explain the major differences between casino hotels and other lodging facilities.
						Name two types of facilities that cater to clients interested in health and fitness.

UNIT 12: Focus on the Future and Successful Paths within the Hospitality Industry

Outcomes: The student will gain familiarity with the impact on twenty-first century on hospitality and tourism.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Describe the effects of globalization on the hospitality industry.
						Outline the areas of growth expected in the industry.
						Explain the effect of technological services on the industry and identify the areas of technological advancement..
						Discuss the relationship of personal service to technology in the hospitality workplace.
						Discuss the importance of ethics in the hospitality industry.
						Identify seven communications skills needed for a successful hospitality career.
						Formulate a career objective.
						Explain how to develop a network.
						Describe how to prepare for an interview.

Projects Required:

As assigned

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Calculator

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.