

HOSP M100: INTRODUCTION TO HOSPITALITY

Originator

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Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

HOSP - Hospitality Management

Course Number (CB01B)

M100

Course Title (CB02)

Introduction to Hospitality

Banner/Short Title

Introduction to Hospitality

Credit Type

Credit

Start Term

Spring 2020

Catalog Course Description

Provides an overview of the structure and financial performances of the hospitality industry; food and lodging, resorts, tourism enterprises, attractions and related operations. Provides an introduction to customer service, cultural/economic trends and career opportunities in the hospitality industry.

Taxonomy of Programs (TOP) Code (CB03)

1307.00

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

ENGL M02 - Introduction to College Writings

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:	
1	identify and explain the basic concepts and practices of the management of hospitality staff, upkeep and sanitary standards of hospitality facilities.
2	identify and explain the basic concepts and practices of customer service, marketing, sales, accounting, purchasing, production, and operations in the hospitality industry.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1	describe the relationship of human/social need for hospitality services.
2	define the goals of various hospitality elements and related products and services.
3	describe the service relationship in terms of psychological needs and social-psychological experiences.
4	define the basic role of business in the field of hospitality.
5	identify major challenges to the hospitality industry.
6	describe opportunities for entry and advancement in the hospitality field.
7	identify key qualities, philosophies, or experiences associated with success in the field.

Course Content

Lecture/Course Content

12% - History of Hospitality and Ethics

- History and development of hospitality from ancient times to present day
- Defining terms
- Characteristics of hospitality (intangibility, inseparability, perishability, etc.)
- Current issues and trends in hospitality (e.g., sustainability, information technology, Internet and social media)
- Careers in hospitality

12% - Managing and Leading Hospitality Enterprises, Franchising, Hotel Operations and Management Companies

- History of innkeeping in the US
- Classification of hotels
- Hotel/lodging careers

9% - Gaming and Casino Hotels

- Development of gaming in the US
- Basics of casino operations
- Casino hotels
- Importance of food and beverage (F & B)
- Challenges with gaming and casinos
- Societal problems attributed to gaming
- Gaming and casino careers

9% - Travel and Tourism Industry

- What is tourism and who are tourists?
- Why do people travel?
- Relationship between hospitality and tourism
- Types of tourism
- Travel options
- Impacts of tourism (positive and negative)
 - Social
 - Natural resource
 - Economic
- Careers in Tourism

9% - Food Service Operations and Restaurant Organization

- Range of F & B services in hospitality
- Restaurant industry
- Beverages
- Managed services (e.g., airlines and airports, colleges and universities, health and wellness facilities)
- F & B careers

9% - Club Organization and Operation

- Size and scope of the club industry
- Types of clubs
- Ownership structure
- Club organization
- Typical revenue sources for clubs
- F & B operations
- Careers in club management

9% - Floating Resorts: The Cruise Line Business

- History of the cruise industry
- Cruising today
- Why do people take cruises?
- Cruise market (mass, middle, luxury)
- Features of modern cruise ships (staterooms, public spaces, crew spaces)
 - Onboard and onshore activities
- Cruise ship organization
- Cruise industry careers

5% - Recreation

- Range of attractions
 - Amusement/theme parks
 - Zoos and aquariums
 - National parks and other public recreation lands
 - Historic places/sites
 - Museums and art galleries
 - Performance arts
- Service management at attractions
- Careers in attractions

12% - Managed Services

- What is service?
- Moments of truth
- Challenges in managing service
- Service standards and quality control
- Careers in service

9% - Meetings Industry, Conventions, Expositions, and Special Events Management

- Size and scope of industry
- Industry impacts
- Types of meetings and conventions
- Definitions and classifications of special events
- Venues
- Industry associations
- Events and meetings careers
 - Event planners
 - Meeting planners
 - Special skills
 - Certifications

5% - Hospitality Careers

- Career paths in hospitality
 - Local, national, global?
- Self-assessment: is a hospitality career for you?
- Entrepreneurship option
- Importance of professional organizations

Laboratory or Activity Content

NA

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
 Skills demonstrations
 Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
 Essay exams
 Individual projects
 Objective exams
 Projects
 Problem-solving exams
 Participation
 Quizzes
 Reports/Papers/Journals
 Reports/papers
 Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Computer-aided presentations
 Class discussions
 Case studies
 Distance Education
 Field trips
 Group discussions
 Guest speakers
 Internet research

Describe specific examples of the methods the instructor will use:

The instructor will use PowerPoint presentations, problem solving exercises, and demonstrations to explain the concepts of the course.

Representative Course Assignments**Writing Assignments**

1. Answer questions from lectures, such as: List three management-level career opportunities which are available in the hotel industry and the path one might take to reach the given opportunities.
2. Provide written responses to textbook questions, such as: Describe the differences between a franchise vs independent ownership.

Critical Thinking Assignments

1. Analysis of organizational charts from the major large hotel companies.
2. Analysis of hotel marketing plans from websites such as <http://hospitalitymgt.com/site>.
3. Examination of strategies such as the customer service process for one of the major hotel companies.

Reading Assignments

1. Read and discuss relevant media and periodical articles relating to developments in the hospitality industry, such as an article showing hospitality employment growth in the Los Angeles area, year over year.
2. Read industry case studies and present possible solutions for problems addressed, such as presenting solutions on how to keep millennial employees engaged in the hospitality workforce.

Skills Demonstrations

1. Problem-solving assignment prescribing solutions for real-world management dilemmas, such as preparing an event plan using the five staged of the event planning process.
2. Case study responses for handling employee issues, such as handling theft by dealers and cage staff in the gaming industry.
3. Role-playing assignments to learn how to handle guest complaints, such as amusement park guests who are upset because the park is too crowded.

Outside Assignments**Representative Outside Assignments**

1. Participation in hotel business simulations.
2. Internet research on relevant topics, such as the relationship of human/social need for hospitality services.
3. Cooperative group project on analysis of hotel operations of top tier management companies.

Articulation**C-ID Descriptor Number**

HOSP 100

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Long Beach	HFHM 170	Introduction to Hospitality Management	3
CSU Chico	RECR 250	Hospitality Industry Introduction	3
Cal Poly Pomona	HRT 1010	Introduction to Hospitality Industry	3
San Francisco	HTM 110	Introduction to Hospitality and Tourism Management	3

Comparable Courses within the VCCCD

HM R101 - Introduction Hotel Management

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Rio Hondo College	HOSP 101	Introduction to the Hospitality Industry	3
College of the Canyons	HRMGT 101	Introduction to Hospitality Industry	3
Cabrillo College	CAHM 10	Introduction to Hospitality Management	3

Attach Syllabus

HOSP M100 Syllabus Fall 2019.pdf

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies**

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

FALL 2018

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals**

Resource Type

Textbook

Description

Walker, John R. *Exploring the Hospitality Industry, Global Edition*. 3rd ed. Pearson, 2017.

Resource Type

Textbook

Description

Hayes, David, Jack Ninemeier, and Allisha A. Miller. *Foundations of Lodging Management*. 2nd ed. Pearson, 2011.

Resource Type

Textbook

Description

Walker, John R., and Josielyn Walker. *Introduction to Hospitality*. 8th ed. Pearson, 2019.

Resource Type

Other Resource Type

Description

Plus MyHospitalityLab®
Pearson access code required.

Library Resources

Assignments requiring library resources

Research using the Library's print and online resources for the creation of a hotel operational plan; read articles from the above databases on hotel management issues.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Perform research on hospitality organizations throughout the country and locally. Report findings.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51–99% online)
Hybrid (1–50% online)
100% Online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem. Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question.
E-mail	Instructor will email students with announcements about the course or an upcoming event. Students in turn may email the instructor with their questions or concerns. Depending on the situation, the students may also email their assignments or projects directly to the instructor, instead of posting it on the class web page.
Face to Face (by student request; cannot be required)	Students will have the option to meet the instructor in his/her office on campus in a classroom to work on problem solving exercises in the presence of the instructor to get one-on-one help from the instructor. Also, the students may want to meet the instructor to have a face-to-face discussion about an issue of concern.
Other DE (e.g., recorded lectures)	Instructor may record the lectures and post them for students to view within a specified time frame to be ready for the accompanying problem solving assignments. Students will upload their assignments to the course webpage to be graded by the instructor.
Synchronous Dialog (e.g., online chat)	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via an online chat. This would be the equivalent of on-line office hours. Instructor may also require students to be present on-line during certain hours of the week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. This would be a live discussion session.
Telephone	Instructor may provide a phone number to the students where they can leave a voicemail and expect a call back within 24 hours.
Video Conferencing	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via live video conferencing. This would be the equivalent of on-line office hours. Also, the instructor may choose to present a lecture to the students via video conferencing.

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100% online Modality:

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Examinations

Hybrid (1%–50% online) Modality

On campus

Hybrid (51%–99% online) Modality

On campus

Primary Minimum Qualification

RESTAURANT MANAGEMENT

Review and Approval Dates

Department Chair

10/29/2019

Dean

10/29/2019

Technical Review

11/07/2019

Curriculum Committee

11/19/2019

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

12/04/2019

Control Number

CCC000590983

DOE/accreditation approval date

MM/DD/YYYY