

HOSP M140: INTRODUCTION TO HOTEL MANAGEMENT

Originator

cdouglass

Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

HOSP - Hospitality Management

Course Number (CB01B)

M140

Course Title (CB02)

Introduction to Hotel Management

Banner/Short Title

Introduction to Hotel Mgmt

Credit Type

Credit

Start Term

Spring 2020

Catalog Course Description

Provides an introduction to the operations and components of a hotel-resort facility. Focuses on front office, housekeeping, food and beverage, sales and marketing, accounting, property maintenance, human/resource management and information systems.

Taxonomy of Programs (TOP) Code (CB03)

1307.20 - *Lodging Management

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

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 hotel industry.
2	explain how these concepts and practices work together to contribute to a smoothly run hotel facility.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1	classify lodging facilities based on size, target markets, and levels of service.
2	identify and describe the various operational departments and staff within a full-service hotel.
3	determine room rates based on different strategies such as the Hubbart Formula.
4	conduct a comparative market analysis and develop a plan improving service and revenue at a selected property.

Course Content

Lecture/Course Content

8% - Sustainability in the Hotel Industry

- Impacts from the hotel industry to:
 - Natural resources
 - Communities and culture
 - Economy
- Green hotels – construction Leadership in Energy and Environmental Design (LEED) and operation
- Green teams, best practices, action plans
- Guest demand for green hotels
- Corporate social responsibility
- Certifications (e.g., California Green Lodging, TripAdvisor)
- Internal and external relationship and interactions
- Career paths

8% - Front Office

- Areas of responsibility
- Property management systems
- Reception and guest service
- Procedures prior to guest arrival, check-in and check-out
- Data and information management
- Guest accounts
- Night audit
- Managing room rates
- Room reservations
- Direct with hotel (website, telephone, in person etc.)
- Central reservation systems
- Internet booking sites (e.g., Expedia, Price.com)
- Relationship and interactions with other departments
- Career paths

8% - Guest Service

- Service quality
- Service delivery by employees
- Employee training to maintain service standards
- "Moments of truth"
- Satisfying versus exceeding guest expectations
- Career paths

10% - The Hotel Industry Overview

- History of the hotel industry
- Development of the US hotel industry
- Hotel performance (average daily rate (ADR), revenue per available room (RevPar), Occupancy, etc.)
- Lodging as a key sector of the tourism industry
- Types of travelers and their lodging needs: safety, security and risk

16% - Management

- Hotel's responsibilities to protect employees and guests
- Compliance with legal requirements to protect employees and guests (e.g., fire codes, insurance, food handlers' permits)
- Special concerns (e.g., swimming pools and beaches, spas and health treatment facilities, exercise facilities, parking areas)
- Local and global threats
- Relationship and interactions with other departments
- Career paths: accounting
- Types of accounting systems (e.g., centralized vs decentralized)
- Budgets
- Cost controls
- Cash control
- Accounts receivable and payable
- Financial reports
- Relationship and interactions with other departments
- Career paths

8% - Human Resources

- Recruiting and selecting the right employees
- Retention
- Staff supervision
- Organization culture
- Employee training
- Performance appraisals
- Health and safety
- Diversity
- Relationship and interactions with other departments
- Career paths

8% - Sales and Marketing

- Sales and marketing activities
- In-house departments versus external agencies

- Target markets
- Tools
- Evaluation of initiatives
- Relationship and interactions with other departments
- Career paths

8% - Food and Beverage

- Food and beverage services according to type of hotel (full-service, limited service, etc.)
- Meal alternatives and menu planning
- Foodservice control points (e.g., purchasing and inventory management)
- Room service
- Banquets and catering
- Relationship and interactions with other departments
- Career paths

8% - Property Maintenance

- Types of maintenance
- Routine
- Preventive
- Emergency
- Utilities management
- Waste management
- Relationship and interactions with other departments
- Career paths

8% - Housekeeping

- Areas of responsibility
- Public areas and back of house
- Guest rooms
- Laundry
- Staffing
- Employee responsibilities
- Training
- Inventory management
- Safety of employees and guests (e.g., types of chemical cleaners and their proper use)
- Relationship and interactions with other departments
- Career paths

10% - Structure of the Industry

- Hotel classification (including types and size)
- Types of ownership
- Brand
- Pros and cons according to type
- Management companies and management contracts
- Franchising (including benefits and challenges)
- Career paths

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):

Essay exams

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
Group discussions
Internet research
Lecture

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. Written comparative analysis of room rates based on strategies such as the Hubbart Formula.
2. Written research papers on topics related to staffing within a full-service hotel.
3. Written papers using Internet research on classification of lodging facilities based on size, target markets, and levels of service.

Critical Thinking Assignments

1. Examination of sales and marketing activities and the effect on profit.
2. Study of sustainability in the hotel industry and the impact on natural resources and on the local community.
3. Analysis of the training of housekeeping staff and the impact on cost structure.

Reading Assignments

1. Read and discuss relevant media and periodical articles relating to developments in the hospitality industry, such as learning about new technology relating to guest check in and energy efficiency in guest rooms.
2. Read industry case studies and present possible solutions for problems addressed, such as managing the balance of saving resource by laundering guest linens less often and providing guests a quality experience.

Skills Demonstrations

1. Problem-solving assignment prescribing solutions for real-world management dilemmas, such as scheduling front desk staff to balance check-in/out flow.
2. Case study responses for handling employee issues, such as how to handle productivity of housekeeping staff when occupancy is low.
3. Role-playing assignments to learn how to handle guest complaints at check-in and check-out.

Outside Assignments

Representative Outside Assignments

1. Cooperative group project developing a management plan of a specific hotel.
2. Participation in a market analysis of the hotels in the local community.
3. Assigned writings on identifying systems applicable to purchasing, ordering, receiving, storing, and issuing.

Articulation

C-ID Descriptor Number

HOSP 140

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
Cal Poly Pomona	HRT 2030	Introduction to Hotel/Resort Operations	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 102	Introduction to Hotel Operations	3
College of the Canyons	HRMGT 150	Introduction to Hotel/Resort Operations	3
College of the Marin	HOSP 140	Introduction to Hotel Management	3

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

Kasavana, Michael. *Managing Front Office Operations*. 10th ed. Educational Institute of the American Hotel and Motel Association, 2017.

Resource Type

Textbook

Description

Hayes, David K., Allisha A. Miller, and Jack Ninemeier. *Foundations of Lodging Management*. 2nd ed. Pearson, 2012.

Resource Type

Textbook

Description

Walker, John, and Jack E. Miller. *Supervision in the Hospitality Industry*. 8th ed. Wiley, 2015.

Library Resources

Assignments requiring library resources

Research and readings from the Library's print and online resources for the creation of a sustainability plan.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research the sustainability plan for a local hotel and its impact on natural resources and on the local community.

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:

Method of Instruction	Document typical activities or assignments for each method of instruction
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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

CCC000590984

DOE/accreditation approval date

MM/DD/YYYY