

# HOSPITALITY SERVICES MANAGEMENT

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## HOST 155. Special Topics

### 1-3 Credits (1-3)

Specific subjects to be announced in the Schedule of Classes. May be repeated up to 9 credits.

#### Learning Outcomes

1. Varies.

## HOST 201. Introduction to Hospitality Industry

### 3 Credits (3)

Overview of hospitality industry; organization and operation of lodging, food and beverage, and travel and tourism segments; focus on career opportunities and future trends of hospitality industry. Restricted to: Community College campuses only.

#### Learning Outcomes

1. Analyze the interrelationship between lodging, food beverage operations, and the travel and tourism industry.
2. Evaluate the scope of the travel and tourism industry and assess its economic impact at the local, national, and international levels.
3. Investigate and propose opportunities for education, training, and career development in the hospitality industry.
4. Analyze the effects of globalization on the hospitality industry and predict future trends.
5. Critically examine and discuss major factors, developments, and trends that have affected lodging and food service operations in recent years and anticipate their future impact on the industry.
6. Analyze the effects of franchising, management contracts, referral organizations, independent and chain ownership, and condominium growth on the industry, and develop a comparative analysis of their implications.
7. Classify hotels based on their general characteristics and evaluate the distinctive features of each classification.
8. Identify and describe the common divisions or functional areas of hotel organization (rooms, food beverage, engineering, marketing and sales, accounting, human resources, and security), and analyze the interdependence and collaboration among these divisions in achieving organizational goals.

## HOST 202. Front Office Operations

### 3 Credits (3)

Hotel/motel front office procedures detailing flow of business, beginning with reservations and extending to the night audit process. Restricted to: Community College campuses only.

#### Learning Outcomes

1. Analyze and differentiate the responsibilities for each job description in the front office.
2. Evaluate the significance of important factors in the day-to-day operation of the front office and propose strategies for optimal performance.
3. Explain front office technology and assess its impact on operational efficiency and guest satisfaction.
4. Develop and implement operational procedures/tasks that are critical to the registration process.
5. Demonstrate effective techniques for handling guest complaints and create a set of best practices for complaint resolution.

6. Analyze the key points regarding front office security functions and develop a comprehensive security plan.
7. Define and explain key terms in front office accounting and apply them to real-world scenarios.
8. Analyze the functions and tasks involved in the night audit processes and develop a step-by-step guide for conducting a successful night audit.

## HOST 203. Hospitality Operations Cost Control

### 3 Credits (3)

Management of Food & Beverage facilities using cost control techniques. Functional training in menu analysis and development with all phases of product flow through a Food & Beverage organization explored. Restricted to: Community Colleges only.

#### Learning Outcomes

1. Explain the concept of "control" and analyze its importance in the management system.
2. Analyze the purposes and applications of standard costs and evaluate the uses of standard cost tools.
3. Evaluate the role of budget standards in planning and control and create cost-volume-profit analysis models for food and beverage operations.
4. Analyze and compare methods for estimating allowable food and beverage costs based on forecasted sales levels.
5. Evaluate subjective and objective menu pricing methods and create menu prices that incorporate profit requirements.
6. Apply principles and procedures important in controlling the purchasing and receiving processes and analyze the need to incorporate quality requirements in purchasing and receiving activities.
7. Analyze sales history records and time series data to create accurate production forecasts.
8. Evaluate the importance of standard recipes (including computerized standard recipes) as production tools and create a plan for incorporating production planning time.
9. Apply the basic formula for calculating cost of sales and analyze sources of information for each component of the formula. 1
10. Analyze the role of analysis, corrective action, and evaluation in the control process, and create a plan for implementing these steps effectively.

## HOST 204. Promotion of Hospitality Services

### 3 Credits (3)

Organization of hotel marketing functions; developing a marketing plan to sell the varied services of the hotel/motel property. Restricted to: Community College campuses only.

#### Learning Outcomes

1. Analyze the distinctive aspects of marketing within service industries in relation to the intangibility of services, service encounters, service chains, and service quality.
2. Create an appropriate marketing mix to meet guest needs and achieve company goals.
3. Evaluate several methods of segmenting and targeting markets and apply market segmentation criteria effectively.
4. Analyze the kinds of marketing data needed for effective marketing efforts, apply the marketing research process to solve marketing problems, and create marketing information, systems that meet a hospitality company's real marketing needs.

5. Design a product/service mix (or product offer) that meets guest and company needs.
6. Develop and implement a distribution mix of hospitality networks to deliver hospitality products and services effectively and efficiently.
7. Evaluate and apply pricing mix strategies and tactics as an active and critical component of the overall marketing plan.
8. Analyze the components and interrelationships of the communications mix.
9. Evaluate and apply advertising, public relations, personal selling, merchandising, and promotion to better achieve company goals and objectives.

#### **HOST 205. Housekeeping, Maintenance, and Security**

##### **3 Credits (3)**

Function of housekeeping departments, including personnel, sanitation, maintenance, and materials. A survey of security procedures to include guest protection and internal security of hotel/motel assets. Restricted to: Community College campuses only.

##### **Learning Outcomes**

1. Analyze and differentiate various positions and job descriptions within the housekeeping, maintenance, and security departments.
2. Apply and evaluate various scheduling methods to optimize departmental efficiency.
3. Evaluate the role of the Maintenance department in the success of the operation and propose strategies for effective collaboration with other departments.
4. Identify and classify various types of floor, wall, and ceiling coverings and develop a comprehensive care and maintenance plan for each type.
5. Analyze the sanitation responsibilities of the Housekeeping department and develop a detailed sanitation protocol.
6. Evaluate the importance of an effective security program and design a comprehensive security plan for a hospitality establishment.
7. Investigate and recommend innovative technologies and practices that can enhance the efficiency and effectiveness of housekeeping, maintenance, and security operations.
8. Develop and implement training programs for housekeeping, maintenance, and security staff to ensure consistent quality and adherence to industry standards.
9. Analyze the impact of sustainable practices in housekeeping, maintenance, and security operations and develop a sustainability plan for these departments. 1
10. Evaluate the role of effective communication and collaboration among housekeeping, maintenance, security, and other departments in ensuring guest satisfaction and operational success.

#### **HOST 206. Travel and Tourism Operations**

##### **3 Credits (3)**

Transportation, wholesale and retail operations, attractions, the traveler, tourism development, and operational characteristics of tourism business. Restricted to: Community College campuses only.

##### **Learning Outcomes**

1. Analyze the economic importance of travel and its impact on local, national, and global economies.
2. Evaluate the historical evolution of travel and its influence on contemporary tourism practices.
3. Identify and explain the roles of various travel and tourism organizations in promoting and regulating the industry.

4. Compare and contrast various modes of transportation, assessing their strengths, weaknesses, and suitability for different types of travel.
5. Investigate and categorize barriers to tourism, proposing strategies to mitigate their impact on the industry.
6. Develop a comprehensive understanding of the global tourism landscape, including popular destinations, emerging markets, and niche travel segments.
7. Analyze the social, cultural, and environmental impacts of tourism on host communities and propose sustainable tourism practices.
8. Evaluate the role of technology in shaping the travel and tourism industry, including its influence on booking systems, customer experiences, and destination marketing.
9. Create a hypothetical travel itinerary that showcases an understanding of transportation logistics, destination management, and customer preferences. 1
10. Assess the importance of customer service in the travel and tourism industry and develop strategies for delivering exceptional experiences to travelers.

#### **HOST 208. Hospitality Supervision**

##### **3 Credits (3)**

Strategies for directing, leading, managing change and resolving conflict. Prepares students to meet expectations of management, guests, employees, and governmental agencies. Restricted to: Community College campuses only.

##### **Learning Outcomes**

1. Apply the management process to business activities, analyzing its effectiveness in achieving organizational goals.
2. Evaluate the importance of the communication process in relation to productivity and morale and develop strategies for effective communication within the organization.
3. Analyze and select appropriate recruitment channels and apply interviewing and screening skills to identify and hire the most qualified employment candidates.
4. Develop and implement effective orientation and training programs to prepare employees for their roles and responsibilities.
5. Integrate standard operating procedures into performance evaluation processes and utilize coaching and ongoing training techniques to support employee development.
6. Evaluate and apply motivational tools to maximize productivity levels while implementing labor cost reduction strategies.
7. Analyze special management concerns, including EEO policy, sexual harassment, safety and security, ethics, substance abuse, and unions, and develop policies and procedures to address these issues effectively.
8. Apply conflict management, communication, and motivational skills to build and lead effective work teams.
9. Evaluate professional development needs and future trends and create strategies for managing change within the organization. 1
10. Design and implement a performance management system that aligns with organizational objectives, incorporates employee feedback, and supports continuous improvement.

#### **HOST 210. Catering and Banquet Operations**

##### **3 Credits (3)**

Teaches the basics of catering and banquet operations, including computer coordination, planning, set up, service, and completion.

**Learning Outcomes**

1. Identify and analyze the types of caterers and customer markets, evaluating their unique characteristics and needs.
2. Evaluate and apply various marketing methods used in catering to effectively reach target audiences and promote catering services.
3. Analyze the process of client negotiation and problem resolution and develop strategies for effective communication and conflict management in catering.
4. Apply knowledge of menu planning, truth-in-menu guidelines, pricing, and types of meal functions to create and execute successful catering events.
5. Evaluate beverage service considerations, including pricing, types of beverage functions, liquor laws, and third-party liability, and develop strategies for responsible and profitable beverage service in catering.
6. Analyze special set up considerations, such as space requirements, cleaning and maintenance, equipment, and client services (audiovisual, entertainment, and lighting), and create comprehensive event plans that address these factors.
7. Evaluate recruitment, orientation, training, and compensation practices in catering, and develop strategies for building and managing effective catering teams.
8. Apply understanding of the banquet event order, contract, change order, and other related reports to effectively manage catering events and maintain accurate documentation.
9. Analyze payroll cost control techniques, credit management, and food and beverage cost control methods, and apply these concepts to optimize profitability in catering operations. 1
10. Develop and implement a comprehensive risk management plan for catering operations, addressing issues such as food safety, liability, and emergency preparedness.

**HOST 214. Purchasing and Kitchen Management****3 Credits (3)**

Technical purchasing concepts, product selection, and specifications. Safety and sanitation as they relate to food service establishments. Prepares student for work with HACCP programs.

**Prerequisite:** Grade of C- or better in HOST 203.

**Learning Outcomes**

1. Analyze and apply government and industry standards and specifications to ensure compliance and maintain quality in food service operations.
2. Create detailed specifications for a product or service, taking into account operational requirements, quality standards, and cost considerations.
3. Evaluate the appropriateness of bid purchasing programs for various operational types, considering factors such as volume, frequency, and supplier relationships.
4. Analyze and select the most cost-effective bids by compiling and calculating relevant data, such as price, quality, and delivery terms.
5. Identify and assess the benefits of labor-saving equipment in kitchen operations, and develop strategies for their effective implementation and use.
6. Design and implement a procedural method for improving kitchen efficiency, considering factors such as workflow, ergonomics, and resource optimization.
7. Analyze the inherent dangers found in kitchens and develop a comprehensive safety plan to mitigate risks and protect staff and customers.

8. Identify the major microbial causes of Food Borne Illnesses (FBI), and evaluate their origins, transmission methods, and potential impacts on public health.
9. Apply food safety principles and develop a comprehensive food safety management system to minimize hazards in kitchen environments. 1
10. Evaluate the role of state and local health departments, CDC, WHO, and the HACCP model in controlling Food Borne Illnesses, and incorporate their guidelines and best practices into kitchen operations.

**HOST 216. Event, Conference and Convention Operations****3 Credits (3)**

The ability to successfully plan, organize, arrange, and execute special events is critical to the success of many hospitality organizations. This course gives the student a grounding in the skills necessary to achieve success in this area. A variety of events are discussed and the similarities and differences with conferences and conventions are explored. Students are taught to organize and plan events of varying type and durations. Sales, logistics, and organizing skills are emphasized. Restricted to: Community College campuses only.

**Learning Outcomes**

1. Identify and analyze the major requirements for successful event production, including organizational, financial, and operational factors.
2. Create a marketing plan for an event, incorporating strategies for target audience segmentation, promotional activities, and ROI measurement.
3. Demonstrate and apply effective customer service techniques and negotiating skills in the context of event planning and implementation.
4. Design and optimize the layout and functional space for an event, considering factors such as guest flow, accessibility, and aesthetic appeal.
5. Analyze the importance of financial contracts and controls in event planning, and develop strategies for budgeting, cost management, and revenue generation.
6. Evaluate the legal responsibilities of event planners and develop a risk management plan to mitigate potential liabilities and ensure compliance with relevant regulations.
7. Assess and select appropriate vendors and suppliers for events, considering factors such as quality, reliability, and cost-effectiveness.
8. Develop and implement a comprehensive project management plan for an event, including timelines, milestones, and contingency plans.
9. Analyze post-event data and feedback to identify areas for improvement and develop strategies for enhancing future event outcomes. 1
10. Evaluate the sustainability and environmental impact of events and develop strategies for incorporating Eco-friendly practices into event planning and execution.

**HOST 219. Safety, Security and Sanitation in Hospitality Operations****3 Credits (3)**

It is the responsibility of the manager to provide appropriate security, sanitation, and safety precautions in hospitality operations. Preparation for internal and external disasters is an important task for the Hospitality Manager. This course uses the National Restaurant Association ServSafe- training material.

**Learning Outcomes**

1. Analyze the steps of the HACCP process and evaluate the significance of each in ensuring food safety in hospitality operations.
2. Design an effective accident prevention program for a hospitality operation, incorporating strategies for hazard identification, risk assessment, and employee training.
3. Evaluate how equipment and facility design impacts employee and guest safety and propose improvements to enhance safety in hospitality settings.
4. Develop and implement loss control/theft prevention policies, considering factors such as asset protection, inventory management, and employee accountability.
5. Create a comprehensive emergency response procedure for hotels and restaurants, including protocols for evacuation, communication, and coordination with local authorities.
6. Analyze the impact of 9/11 on security in the hospitality industry and evaluate the effectiveness of subsequent security measures and policies.
7. Assess the importance of cyber-security in the hospitality industry, and develop strategies for protecting sensitive data, preventing breaches, and responding to cyber incidents.
8. Apply principles of risk management to identify and mitigate potential safety and security threats in hospitality operations.
9. Evaluate the role of technology in enhancing safety and security in the hospitality industry, and propose the adoption of innovative solutions, such as biometrics and AI-based surveillance. 1
10. Analyze the legal and ethical implications of safety and security practices in the hospitality industry and develop policies that prioritize guest and employee well-being while complying with relevant regulations.

**HOST 220. Experiential Travel****1-3 Credits (1-3)**

Course provides an opportunity for students to plan, prepare for and experience travel to destinations they might not otherwise have visited. Students experience local culture and peoples. Restricted to Community Colleges campuses only. May be repeated up to 9 credits.

**Prerequisite:** Grade of C- or better in HOST 201 or consent of instructor.

**Learning Outcomes**

1. Evaluate the marketing and promotional material used by the destination service providers to determine the target market demographics.
2. Recognize and discuss the cultural variations of the host venue and their impact on tourism.
3. Develop plans for cost effective utilization of the services of transportation, activity and lodging providers.
4. Prepare a detailed itinerary for the planned travel to manage time maximizing traveler's experiences.
5. Discuss the economic, cultural and political issues in the destination country and their impact on the tourism industry.
6. Describe customer service strengths and weaknesses experienced at the destination during the travel event.

**HOST 221. Internship I****1,3 Credits (1,3)**

Work experience that directly relates to a student's major field of study that provides the student an opportunity to explore career paths and apply knowledge and theory learned in the classroom. Internships may be paid or unpaid. Students are supervised/evaluated by both the employer and the instructor. May be repeated up to 3 credits.

**Learning Outcomes**

1. Demonstrate proficiency in performing assigned tasks and responsibilities and contribute meaningfully to the internship host company's operations.
2. Evaluate personal strengths, weaknesses, and areas for improvement based on feedback received during the internship and develop a professional development plan.
3. Create a portfolio showcasing the skills, knowledge, and experiences gained during the internship, and reflect on how these align with career goals and industry expectations.
4. Develop a professional network within the hospitality industry, and leverage internship experiences to explore career opportunities and pathways.
5. Evaluate the internship experience holistically and provide constructive feedback and recommendations to the internship host company and the academic program for continuous improvement.

**HOST 222. Cooperative Experience II****3 Credits (3)**

Continuation of HOST 221. Restricted to majors. May be repeated up to 3 credits. Restricted to: Community College campuses only. Restricted to HOST majors.

**Prerequisite:** Grade of C- or better in HOST 221.

**Learning Outcomes**

1. Student Learning Outcomes vary.

**HOST 239. Introduction to Hotel Management****3 Credits (3)**

This course covers basic management functions in hotels, resorts, Boutique Hotels, Bed & Breakfast establishments, and other lodging operations. All aspects of the operation are covered including guest management, operations, and sales and marketing. Restricted to: Branch campuses only.

**Learning Outcomes**

1. Analyze the historical evolution of hotels and evaluate how they have developed into their current form.
2. Describe and explain the basic operational structure of lodging operations.
3. Analyze the different divisions in hotels and evaluate how they interact and contribute to the overall success of the property.
4. Evaluate the functions of the Front Office area and assess its impact on other departments and overall guest experience.
5. Analyze the various functions of the housekeeping department and develop strategies for optimizing its efficiency and effectiveness.
6. Evaluate the role of the sales and marketing department in driving occupancy and revenue.
7. Identify and explain the duties of the Human Resources department in a lodging operation and propose strategies for effective talent management and employee engagement.
8. Analyze the operation of a Food Beverage department in a lodging property, and develop strategies for enhancing its profitability and guest satisfaction.
9. Evaluate the importance of safety and security in a hotel operation and design a comprehensive risk management plan that addresses potential threats and emergencies. 1
10. Compare and contrast the various types of properties in the specialty hotel/lodging market, and analyze their unique characteristics, target markets, and operational requirements.

**HOST 255. Special Topics****3 Credits (3)**

Specific subjects to be announced in the Schedule of Classes. May be repeated up to 9 credits.

**Learning Outcomes**

1. Course Learning Outcomes are based on the topical outline for the Special Topic.

**HOST 298. Independent Study****1-3 Credits (1-3)**

Individual studies directed by consenting faculty with prior approval of department chair. May be repeated for a maximum of 3 credits.

Restricted to: Community College campuses only.

**Prerequisite(s):** Minimum 3.0 GPA and sophomore standing.