

# Hospitality (HOSP)

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## **HOSP 1010. Introduction to the Hospitality Industry. 3 Hours.**

This course introduces the elements and career opportunities within various segments of the hospitality industry. Covered topics include fundamental operations, career paths, exceptional services, technology trends, sustainable practices, and management functions within lodging, food and beverage, travel and tourism, and entertainment and recreation organizations. **\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*** At the successful conclusion of this course, students will be able to: 1. Develop an awareness of the diverse career opportunities available within the hospitality industry. 2. Explain global perspectives and address diversity issues relevant to the hospitality industry. 3. Explain essential service management techniques and fundamental business strategies crucial for success in the hospitality sector. 4. Demonstrate a comprehensive understanding of common hospitality terms and industry-specific jargon. 5. Identify the roles and functions of a leader in the hospitality industry. FA.

## **HOSP 1020. Principles of Food and Beverage Operations. 3 Hours.**

An introduction to fundamental concepts and practices related to food and beverage operations. This course provides a foundation for understanding and acquiring the essential skills and knowledge required for the effective management of both front and back-of-house functions. Topics covered include an overview of the food and beverage industry, principles of production and service, sanitation and safety, marketing, menu design, and financial practices as applied to the management of food and beverage operations. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful conclusion of this course, students will be able to: 1. Explain various global cooking methods and culinary styles, and styles of food and beverage service. 2. Identify the fundamental principles of food safety and sanitation protocols applicable to foodservice operations. 3. Demonstrate a comprehensive understanding of marketing principles as they apply to food and beverage outlets. 4. Explain the elements of financial management in food and beverage operations. 5. Summarize challenges and trends related to the food and beverage industry. SP.

## **HOSP 2010. Hospitality Customer Experience. 3 Hours.**

This course focuses on exploring various elements that shape the hospitality customer experience, and standards and procedures for provision of excellent customer experience across various hospitality organizations. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the conclusion of this course students will be able to: 1. Explain guest cycle, touchpoints within each stage of the cycle, and tangible and intangible elements that shape guest experience. 2. Identify quantitative and qualitative methods for assessing service quality in various hospitality operations. 3. Demonstrate a comprehensive understanding of service failure and recovery tactics at different stages of the guest experience. 4. Identify the various methods through which guest feedback is collected and explain how hospitality enterprises utilize this feedback. 5. Develop a strategic plan to provide exceptional customer service and memorable guest experience. Prerequisites: HOSP 1010 (Grade C- or higher). FA.

## **HOSP 2210. Emerging Hospitality Technologies. 3 Hours.**

Introduction to current and new areas of technology and its application within the hospitality industry from a managerial and strategic perspective. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*** At the successful conclusion of this course, students will be able to: 1. Apply business concepts, skills, and technology relevant to the operational areas of hospitality management. 2. Describe and apply the fundamental principles of hospitality and travel technology and innovation to provide solutions. 3. Predict the future of hospitality technology relying on trends and historical data. 4. Appraise the adoption and implementation of emerging technologies in the hospitality industry. 5. Identify POS and PMS software and their associated resources. Prerequisites: HOSP 1010 (Grade C- or higher). SP.

## **HOSP 2500. Hotel and Resort Front Office Operations. 3 Hours.**

A study of the flow of activities and functions in today's lodging operation. Topics include a comparison of manual, machine assisted, and computer-based methods for each front office function. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful conclusion of this course, students will be able to: 1. Explain the roles and interrelationships of the front desk with the various departments of the hotel/resort. 2. Describe the classifications of hotels/resorts and their levels of service. 3. Identify and demonstrate the types of communications required at the front desk. 4. Describe the front office operations including forms, organization, equipment, and telecommunications during the four stages of the guest cycle. 5. Interpret data and room statistics used to assess and improve the performance of front office operations. Prerequisites: HOSP 1010 (Grade C- or higher). FA.

## **HOSP 3150. Hospitality and Tourism Marketing. 3 Hours.**

THIS COURSE IS ON HIATUS. Provides students with an overview of the management and control of the marketing function in tourism and hospitality organizations. This course focuses on increasing revenue and market share for hospitality industry segments including lodging, foodservice, tourism, and event venues. Marketing and sales concepts are applied to the hospitality and tourism industries with an emphasis on competitive and brand analysis, segmentation, revenue management, customer relationship management, customer loyalty, traditional and contemporary promotional strategies, and sales. Students learn how to develop a strategic marketing plan integrating key elements of market segmentation, targeting, and branding. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful conclusion of this course, students will be able to: 1. Analyze the various principles, concepts and systems utilized in marketing and sales within the hospitality and tourism industry. 2. Apply marketing mix theory and strategies and demonstrate how they relate to analyze market segmentation. 3. Demonstrate a comprehensive understanding of SWOT analysis for hospitality and tourism organizations, and be able to identify the internal and external forces that may affect service provision for those organizations. 4. Explain the elements of brand management and how these impact customer service and guest expectations. 5. Identify and describe past, current, and future trends in hospitality marketing practice. Prerequisites: HOSP 1010 (Grade C- or higher).

**HOSP 4700. Hospitality Revenue Management and Profit Optimization. 3 Hours.**

This course provides students with theory and practice of revenue management and profit optimization across traditional and non-traditional hospitality services. Topics include principles of pricing, distribution channel management, demand forecasting, and inventory management. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful completion of this course students will be able to: 1. Explain the role of revenue management in lodging, food and beverage, transportation, and other hospitality operations. 2. Elaborate revenue management terminology and the basic economics of revenue management. 3. Demonstrate an ability to effectively use pricing tactics to optimize revenue for hospitality entities. 4. Demonstrate an understanding of demand forecasting methods 5. Analyze key performance indicators of different areas within hospitality industry, and be able to interpret competitive analysis reports such as STAR, CBRE, etc. for hospitality entities Prerequisites: FIN 3150 and MKTG 3010 (Grade C- or higher). SP.

**HOSP 4710. Hospitality Facilities Management. 3 Hours.**

Students will engage in learning the cross-functional aspects of a successful facility manager including the roles facility managers play, the basics of building operations and maintenance, building sustainability, and work management within the facility manager job function. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful completion of this course students will be able to: 1. Apply strategic management principles to hospitality business operations in maximizing the accomplishment of organizational goals and objectives. 2. Evaluate, analyze and determine the application of service marketing theories and principles in promoting hospitality businesses. 3. Demonstrate knowledge of and experience in operations relative to the provision of goods and services in hospitality management. 4. Describe physical and perpetual inventory systems. 5. Acquire knowledge of a global perspective and diversity issues as related to hospitality management. 6. Evaluate the economic, social and/or environmental impacts of hospitality business practices on the local communities in which they operate. SP.

**HOSP 4890R. Hospitality Internship/COOP. 3 Hours.**

A Cooperative Experience (Co-op) and Internship Education are both structured educational strategies integrating classroom studies with learning through productive work experiences matching your academic or career goals. Both experiences are a partnership between you, the College and the employer and will help you make a seamless transition from student to valued employee. **\*\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*\*** At the successful conclusion of this course, students will be able to: 1. Develop work habits and attitudes necessary for job success. 2. Assess interests and abilities relative to a career in the hospitality industry. 3. Compile a record of work experience in the hospitality industry. 4. Perform assigned work and complete agreed-upon objectives. 5. Develop a professional network of contacts in the hospitality industry. FA, SP.