

Hospitality (HOSP)

HOSP 1010. Orientation to the Hospitality Industry. 3 Hours.

An exploration of the elements and career opportunities within the multiple segments of the hospitality industry. Introduction to the elements of the hospitality industry including lodging and food service operations, meeting and event planning, recreation, tourism and more. Topics include growth, development and organization, structure and management of operations; human resources, marketing, sustainability, career tracks and trends within hospitality and tourism operations. ****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course, students will be able to: 1. Develop an awareness of the various career opportunities and options within the hospitality industry. 2. Describe global perspectives and diversity issues relative to the hospitality industry. 3. Demonstrate knowledge of the primary areas of the hospitality industry including lodging, guest services, food and beverages, business skills, and human resources. 4. Describe the roles and functions of a leader in the hospitality industry. 5. Develop a career plan in the hospitality industry. FA.

HOSP 1020. Sanitation & Safety. 3 Hours.

Covers the principles and practices of safety, sanitation, and hygiene as applied to the food service industry. Emphasizes the training of supervisory personnel in sanitation procedures. Successful completion of the course will qualify students for the National Sanitation Certificate. *****COURSE LEARNING OUTCOMES (CLOs)***** At the successful conclusion of this course, students will be able to: 1. Identify common injuries found in the hospitality industry. 2. Conduct risk assessments of work activities and identify controls. 3. Describe the proper standards and procedures for keeping facilities and equipment sanitary. 4. Explain the various issues of contamination and foodborne illnesses. 5. Design an employee sanitation training program. SP.

HOSP 1040. Principles of Sustainable Food and Beverage Operations. 3 Hours.

Evolution of food and beverage as a commodity; ethical issues of industrializing and globalizing foodservice systems; strategies for successfully incorporating sustainability and ecogastronomy into commercial food and beverage operations. *****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course students will be able to: 1. Outline the positive and negative impacts of industrialization, corporate control, globalization, and politics of food commodities and commercial food operations on the quality of commercial food and beverage and the quality of life of communities and consumers. 2. Contrast major forces and consumer movements (e.g., McDonaldization of taste, slow food, farm-to-fork, local, organic, dietary trends, eating philosophies) impacting the food and beverage sectors within the hospitality and tourism industries. 3. Identify the core principles of managing for sustainability in commercial food and beverage operations, such as buying local, greening kitchens, and ecogastronomy. 4. Explain the relationship between commercial food and beverage and public health. 5. Describe the social issues related to the sale and consumption of beer, wine, spirits, water, tea, coffee, and soft drinks and the need for responsible tourism and hospitality experiences incorporating beverages. FA.

HOSP 2140. Hotel and Resort Operations. 3 Hours.

Prepares students to meet the challenges associated with the housekeeping department and provides an overview of the key issues of housekeeping and maintenance management. Topics include the theoretical and practical knowledge that constitutes the work of housekeeping and illustrates the complexities and demands of working in the industry through the scope of housekeeping. *****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course students will be able to: 1. Describe the role of the housekeeping department in hotel operations, and in relation to front office, engineering and maintenance departments. 2. Explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department. 3. Evaluate inventories of recycled and non-recycled items as part of environmental and sustainable management. 4. Explain expenses and cost control in the housekeeping department (including operating budgets, tracking expenses, and efficient purchasing practices). 5. Compare the facility systems role with the benefits to the hospitality business and in-house guests. FA.

HOSP 2200. Hospitality Law and Ethics. 3 Hours.

A course in ethical, legal, and regulatory requirements that impact the hospitality industry. Topics include Occupational Safety and Health Administration (OSHA), labor regulations, tax laws, tip reporting, franchise regulations, and product liability laws. Hospitality Management policies are presented to ensure compliance and minimize the danger of legal liability. Innkeeping, restaurants, alcoholic beverage, insurance and labor laws and legislation affecting the hospitality industry are the major themes of the course. *****COURSE LEARNING OUTCOMES (CLOs)**** At the successful conclusion of this course students will be able to: 1. Describe the basic legal principles, professional standards, and regulatory bodies that govern the hospitality industry. 2. Interpret hospitality management policies and how they are used to minimize legal liability. 3. Compare and evaluate the types of contracts used in the hospitality industry. 4. Identify the connections among professional ethics, industry regulations, and the law, and explain their roles in decision-making processes. 5. Identify and distinguish the legal concerns in providing safe and secure accommodations for guests. 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. SP.

HOSP 2270. Cross Cultural Communication. 3 Hours.

This course offers a meaning based-approach to cross-cultural communication to improve our ability to interact with others. Topics explored in the course include the logic of conversation, different styles of social interaction, heterogeneity of societies and the problem of stereotyping, and different attitudes toward emotions and non-verbal communication. ***COURSE LEARNING OUTCOMES (CLOs)*** At the successful conclusion of this course, students will be able to: 1. Explain how and why miscommunication happens and how stereotypes are formed. 2. Identify speech practices that are characteristic of a speech community or community of practice. 3. Describe speech practices and associated ways of behaving from a non-ethnocentric perspective. 4. Identify ways of studying cross-cultural and intercultural communication. 5. Present an argument using evidence from intercultural and cross-cultural research.

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. FA.

HOSP 2890R. 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.

HOSP 3000. Hospitality Purchasing and Cost Control. 3 Hours.

This course includes the presentation of materials and managerial purchasing information needed for the successful operation of hotels, restaurants and/or institutional food service in the hospitality industry. The course includes the study of purchasing functions, organization, policies and sources of supply, quality concepts, pricing, storekeeping, sustainable purchasing, and the forecasting of food, beverages and other supplies. ***COURSE LEARNING OUTCOMES (CLOs)*** At the successful conclusion of this course, students will be able to: 1. Identify purchasing and cost control as an important function for hospitality operations. 2. Explain the ethics of purchasing operations. 3. Demonstrate ethical and sustainable purchasing practices for the hospitality industry. 4. Describe the purchasing cycle and the basic functions of purchasing. 5. Develop product specifications and cost controls for commonly used food products. FA.

HOSP 3100. Global Tourism. 3 Hours.

Explores global tourism in a variety of sociocultural environments. Teaches world travel destinations and helps to develop a deeper understanding and cultural values and traditions that exist outside the students own culture. Examines global tourism destinations in the context of environment, culture, economy, and society. Focuses on the nature of the tourist industry and its multiplier-effect on society and national economies. ***COURSE LEARNING OUTCOMES (CLOs) *** At the successful conclusion of this course, students will be able to: 1. Explain key concepts and terminology that underpin the phenomenon of tourism and the field of tourism studies 2. Demonstrate a critical understanding of the principles of sustainability as they apply to tourism at both a micro and macro level 3. Demonstrate knowledge of the relationships between tourism and the environments in which it operates, and the connection this has to contemporary issues in sustainable tourism development 4. Demonstrate an understanding of the primary structures, functions and operations of industry and government bodies which comprise the tourism system nationally and internationally. FA.

HOSP 3150. Tourism and Hospitality Marketing and Sales. 3 Hours.

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. Explain relationship management and its importance to the sales and marketing strategy of the business. 2. Analyze the various principles, concepts and systems utilized in marketing and sales within the hospitality and tourism industry. 3. Explain the elements of brand management and how these impact customer service and guest expectations. 4. Apply marketing mix theory and strategies and demonstrate how they relate to marketing and sales objectives. 5. Explain the purpose of the contract clauses found in hospitality contracts and how they may result in financial or liability risk. SP.

HOSP 3160. Sustainable Food Systems. 3 Hours.

This course will examine connections among food industry, agriculture and environment relative to the tiers of sustainability: economic, social, environmental and ethical. Sustainable policies and practices and strategies will be studied. ***COURSE LEARNING OUTCOMES (CLOs) *** At the successful conclusion of this course, students will be able to: 1. Analyze food systems guided by sustainability principles. 2. Demonstrate practical skills in the food system based on sustainability principles. 3. Explain concepts effectively in oral written and visual formats across multiple contexts. 4. Develop approaches to modify current practices to conserve, protect, and enhance natural resources. 5. Evaluate methods to improve efficiency in the use of resources crucial to sustainable agriculture. FA.

HOSP 3500. Strategy and Innovation in the Hospitality Industry. 3 Hours.

The purpose of this course is to provide the students with concepts and applications of strategic management of innovation in hospitality. Due to the uniqueness of services, it is vital to secure sustainable competitive advantages in the market based on innovation in service design and delivery. This course examines various innovation spaces (i.e., product, process), and recognizes several views of innovativeness (e.g., firm-centric, customer-centric and entrepreneurial). Topics include service-dominant logic, value co-creation, innovation/innovativeness, innovation space, technology and environment, customer-driven business models and competitive advantages resulting from innovation and entrepreneurial innovation. *****COURSE LEARNING OUTCOMES (CLOs) ***** At the successful conclusion of this course, students will be able to: 1. Analyze political, economic, sociocultural, and technological trends relative to planning decisions facing the hospitality industry. 2. Evaluate relevant information to conduct strategic and competitive analysis for tourism and hospitality organizations. 3. Integrate knowledge and skills from this course into your internship experience. 4. Share ideas with multiple stakeholders and gain alignment from them. 5. Develop persuasive argument on issues related to tourism and hospitality.

HOSP 3520. Strategic Leadership in the Hospitality Environment. 3 Hours.

Examines a variety of theories, frameworks and examples relating to crucial elements of strategic management in a tourism and hospitality context. You will evaluate methods of identifying relevant industry trends and integrating these with innovative strategy development and implementation. The subject will also further enhance your ability to critically analyze strategic management issues and effectively present the results of this analysis in an engaging and informative fashion. *****COURSE LEARNING OUTCOMES (CLOs) *****At the successful conclusion of this course students will be able to: 1. Assess and apply highly developed strategic management concepts, tools, and techniques for the tourism and hospitality industry. 2. Evaluate the strategic management process and the relationship between strategy formulation, implementation and control. 3. Demonstrate the ability to research, analyze, and interpret tourism and hospitality industry data to inform the development of strategic options. 4. Develop and communicate evidence-based solutions to tourism and hospitality management problems FA.

HOSP 4020. Facilitating the Hospitality Guest Experience. 3 Hours.

The focus is on the provision of excellent customer service in hospitality and its impact on the guest experience and hospitality organizations. Coursework includes the analysis of case studies involving top hospitality organizations. At the conclusion of this course students will be able to: 1. Identify and describe customer expectations and barriers to customer service provision including situations with the challenging customer. 2. Analyze the provisions of the Americans with Disabilities Act (ADA) and the application of the ACT to the provision of customer service. 3. Demonstrate understanding of service failure and recovery at different stages of the guest experience. 4. Develop a strategic plan to provide exemplary customer service and the guest experience.

HOSP 4050. Special Topics in Hospitality Management. 3 Hours.

The focus is on varied topics within the hospitality industry presented as a result of industry driven demands, trends, or technology advancement or student interest. Includes a variety of hospitality industry required skills or intensive study in a specific area of the hospitality industry and all that it encompasses. *****COURSE LEARNING OUTCOMES (CLOs) ***** At the successful conclusion of this course, students will be able to: 1. Recognize and explain the methods, techniques, and skills specific to the topics. 2. Apply the specialized methods, techniques, and skills in a sector related to the hospitality industry. 3. Assess the feasibility and applications of the specialized technologies within the hospitality industry. 4. Integrate specialized research skills in an emphasis area of hospitality and tourism. 5. Apply transferrable skills in an emphasis area of hospitality and tourism. SP.

HOSP 4200. Entrepreneurship in the Hospitality Industry. 3 Hours.

Explores foundational leadership and skills necessary to create economic and social value either for a startup or as part of an entrepreneurial team within a hospitality organization. Content includes skill development for idea generation and opportunity recognition. Students will engage in learning to think like an entrepreneur, to recognize innovative opportunities, appraise financial feasibility, and understand the business planning process. *****COURSE LEARNING OUTCOMES (CLOs) ***** At the successful conclusion of this course, students will be able to: 1. Distinguish the concepts of entrepreneurship, innovation, intrapreneurship, and various business management ideas. 2. Propose ideas, recognize opportunities, assess financial implications, and develop entrepreneurial leadership skills. 3. Develop creativity and innovation as applied to entrepreneurial problems/opportunities in hospitality management. 4. Develop practical communication attributes as an entrepreneurial attribute-including in written, formal and informal presentations. 5. Utilize various business disciplines to be used in qualitative, quantitative, analysis in entrepreneurial ventures, and decision-making. SP.

HOSP 4250. Advanced Event Production. 3 Hours.

Explores foundational leadership and skills necessary to create economic and social value either for a startup or as part of an entrepreneurial team within a hospitality organization. Content includes skill development for idea generation and opportunity recognition. Students will engage in learning to think like an entrepreneur, to recognize innovative opportunities, appraise financial feasibility, and understand the business planning process. *****COURSE LEARNING OUTCOMES (CLOs) ***** At the successful conclusion of this course, students will be able to: 1. Distinguish the concepts of entrepreneurship, innovation, intrapreneurship, and various business management ideas. 2. Propose ideas, recognize opportunities, assess financial implications, and develop entrepreneurial leadership skills. 3. Develop creativity and innovation as applied to entrepreneurial problems/opportunities in hospitality management. 4. Develop practical communication attributes as an entrepreneurial attribute-including in written, formal and informal presentations. 5. Utilize various business disciplines to be used in qualitative, quantitative, analysis in entrepreneurial ventures, and decision-making.

HOSP 4350. Tourism and Hospitality Management. 3 Hours.

Focus is on advanced comprehension of project management and its application to a multitude of events in a globalized context relative to the hospitality industry. *****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. Demonstrate 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 4700. Hospitality Metrics and Data Analytics. 3 Hours.

This course provides students with an in-depth understanding of business analytics and techniques applicable to hospitality organizations. Students will gain practice in analyzing various types of hotel and market-level data and how to make data-driven decisions based upon that analysis. *****COURSE LEARNING OUTCOMES (CLOs)***** At the successful completion of this course students will be able to: 1. Apply data visualization techniques to various data sets. 2. Analyze data to inform scientific decision making. 3. Use predictive analysis to generate solutions to problems in the hospitality industry. 4. Demonstrate modeling of uncertainty and risk. 5. Develop optimization and modeling of simultaneous decisions. SP.

HOSP 4710. Sustainable Hotel and Resort Facilities. 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 4750. Hospitality Capstone. 3 Hours.

Integration of hospitality core, business fundamentals, and practicum courses to demonstrate leadership within the hospitality and tourism industry. At the successful completion of this course students will be able to: 1. Demonstrate the role of management in the hospitality industry. 2. Demonstrate actualization planning into practice through implementation, evaluation, and revision of organizational plans and interventions. 3. Propose leadership development strategies for hospitality organizations 4. Use management principles of planning, organizing, evaluation, and controlling in a hospitality organization. 5. Analyze contemporary issue and problems in the field of hospitality. FA, 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.