COLLEGE of the DESERT

BUHM 050: INTRODUCTION TO THE HOSPITALITY INDUSTRY

Originator
ybender

Justification / Rationale
Change the number of maximum students to be more in line with district guidelines.

Effective Term
Spring 2023

Credit Status
Credit - Degree Applicable

Subject
BUHM - Business/Hotel & Restaurant

Course Number
050

Full Course Title
Introduction to the Hospitality Industry

Short Title
INTRO/HOSPITALTY IND

Discipline

Disciplines List
Business
Restaurant Management
Hotel and Motel Services

Modality
Face-to-Face
100% Online
Hybrid

Catalog Description
This course provides a basic understanding of the hospitality industry including lodging, food service, institutional, and resort operations. The history, growth and development, current trends, and organizational structure of the industry are explored with a focus on employment opportunities and future trends.

Schedule Description
This course provides a basic understanding of the hospitality industry including lodging, food service, institutional, and resort operations.

Lecture Units
3
Lecture Semester Hours
54

Lab Units
0

In-class Hours
54

Out-of-class Hours
108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials

Resource Type

Book

Author

Angelo, Rocco M.

Title

Hospitality Today: An Introduction

Edition

8th

City

Lansing

Publisher

American Hotel and Lodging Educational Institute

Year

2017

College Level

Yes

Flesch-Kincaid Level

12

ISBN #

978-0866125093

Class Size Maximum

35

Course Content
1. The Hospitality Industry and You
   a. Forces for Growth and Change in the Hospitality Industry
   b. The Restaurant Business
   c. Restaurant Industry Organization: Chain, Independent, or Franchise
   d. Competitive Forces in Food Service
   e. Issues Facing Food Service
   f. Institutions and Institutional Food Service
2. Lodging
   a. Meeting Guests Needs
   b. Hotel and Motel Operations
   c. Forces Shaping the Hotel Business
   d. Competition in the Lodging Business
3. Tourism: Front and Center
   a. Destinations: Tourism Generators
   b. The Role of Service in the Hospitality Industry

Course Objectives

	Objectives
Objective 1	Explain the relationship of lodging and food service operations to the travel and tourism industry.
Objective 2	Define and the range of job opportunities in the Hospitality Industry.
Objective 3	Explain the functional management areas present in the lodging, food service, and resort hospitality industry.
Objective 4	Describe the major classifications of food service operations including the distinction between commercial and institutional operations.
Objective 5	Discuss aspects of food and beverage controls which pertain to food and beverage sales, production standards, and payroll and profit planning.
Objective 6	Compare and contrast the effects on the industry of franchising, management contracts, referral organizations, independent and chain ownership, and condominium growth.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Evaluate factors and trends affecting the hospitality industry currently and which will continue to affect the industry in the future.
Outcome 2	Analyze one's managerial strengths and weaknesses as they pertain to the hospitality industry.
Outcome 3	Evaluate the effects of changes in our society on the hospitality and food service industries.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Students post a response to the weekly Discussion Forum and reply to classmates' posts
Supplemental/External Activity	Students may visit and report on hospitality establishments
Self-exploration	Students may observe and record communications in professional establishments
Participation	Students will be graded on quality of focused discussion and assignments
Lecture	Students will read and respond to the weekly lecture
Collaborative/Team	Some assignments require teamwork
Experiential	Students will report on personal experience and observation of hospitality establishments
Other (Specify)	Industry Guest Speakers

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Students will be graded on quality of focused discussion and assignments	Out of Class Only
Other	Non-computational problem solving (case problems). Written analysis of assigned case problems. and written reports.	Out of Class Only
Self-paced testing	Students will be graded on quality of focused discussion and assignments	Out of Class Only
Student participation/contribution	Students post a response to the weekly Discussion Forum and reply to classmates' posts	Out of Class Only
Tests/Quizzes/Examinations	Quizzes are posted in LMS and timed	Out of Class Only
Group activity participation/observation	Some assignments require teamwork, observation, recording and discussion about various hospitality venues	Out of Class Only
Presentations/student demonstration observations	Students may observe and record communications in professional establishments, and present an evaluation	Out of Class Only

| Critiques | Students post a response to the weekly Discussion Forum and reply to classmates' posts | Out of Class Only |

Assignments

Other In-class Assignments

a. Attend lectures of guest speakers, including the taking of notes.

b. View films and slide programs, including the taking notes

c. Listen to sound recordings and take notes

d. Present special reports, in panel or individually

e. Participate in class research projects involving the collection, compilation and interpretation of data, including the composition of written or oral reports.

Other Out-of-class Assignments

a. Read the textbook and recommended supplementary literature.

b. View films and slide programs, including the taking notes

c. Listen to sound recordings and take notes

d. Participate in class research projects involving the collection, compilation and interpretation of data, including the composition of written or oral reports.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

External to Course Management System:

Direct e-mail

For hybrid courses:

Field trips
Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Contact is maintained online and face-to-face.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Offering online and hybrid along with on-campus modalities increases opportunities for student access.

MIS Course Data

CIP Code
52.0901 - Hospitality Administration/Management, General.

TOP Code
130700 - Hospitality

SAM Code
D - Possibly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to CSU only

General Education Status
Y = Not applicable

Support Course Status
N = Course is not a support course

C-ID
HOSP 100

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Approvals

Curriculum Committee Approval Date
10/20/2022

Academic Senate Approval Date
10/27/2022

Board of Trustees Approval Date
12/16/2022

Course Control Number
CCC000099618

Programs referencing this course
Hospitality Management Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=117)
Basic Culinary Arts Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=123)
Culinary Management Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=124)
Intermediate Culinary Arts Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=125)
Golf Management AA Degree (http://catalog.collegeofthedesert.eduundefined/?key=22)
Culinary AS Degree (http://catalog.collegeofthedesert.eduundefined/?key=23)
Liberal Arts: Business and Technology AA Degree (http://catalog.collegeofthedesert.eduundefined/?key=27)
Hospitality Management AS-T Degree (http://catalog.collegeofthedesert.eduundefined/?key=338)
Hospitality Management AS Degree (transfer preparation) (http://catalog.collegeofthedesert.eduundefined/?key=59)
Hospitality Management AS Degree (employment preparation) (http://catalog.collegeofthedesert.eduundefined/?key=60)