

# BUHM 050: INTRODUCTION TO THE HOSPITALITY INDUSTRY

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**Originator**

kstruwe

**Justification / Rationale**

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

**Effective Term**

201930

**Credit Status**

Credit - Degree Applicable

**Subject**

BUHM - Business/Hotel &amp; 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

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**Class Size Maximum**

45

**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, Student preparation  | 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

- Attend lectures of guest speakers, including the taking of notes.
- View films and slide programs, including the taking notes
- Listen to sound recordings and take notes
- Present special reports, in panel or individually
- 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

- Read the textbook and recommended supplementary literature.
- View films and slide programs, including the taking notes
- Listen to sound recordings and take notes
- 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:

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

#### External to Course Management System:

Direct e-mail

#### For hybrid courses:

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

**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.

## Online Course Enrollment

**Maximum enrollment for online sections of this course**

25

**If different from course enrollment maximum, please explain.**

Much of online contact with students is done individually. These discussions require more time than speaking to the class as a whole.

## **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

### **Allow Audit**

No

### **Repeatability**

No

### **Materials Fee**

No

### **Additional Fees?**

No

## Approvals

**Curriculum Committee Approval Date**

11/15/2018

**Academic Senate Approval Date**

11/29/2018

**Board of Trustees Approval Date**

12/14/2018

**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>)

Intermediate Culinary Arts Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=125>)

Culinary Management AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=23>)

Liberal Arts: Business and Technology AA Degree (<http://catalog.collegeofthedesert.eduundefined?key=27>)

Hospitality Management AS Degree (transfer preparation) (<http://catalog.collegeofthedesert.eduundefined?key=59>)

Hospitality Management AS Degree (employment preparation) (<http://catalog.collegeofthedesert.eduundefined?key=60>)