

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Spring 2011

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: TS 103

Course Title: Introduction to the Hospitality Industry

Reason for initiating, revising, or canceling:

This course guide is being updated to reflect changes in the purpose of the course, catalogue course description, instructional resources needed, course outline, instructional goals, student learning outcomes, and the textbook, and the addition of assessment measures.

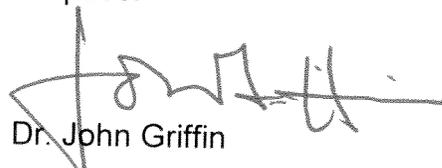


Lawrence Lee

3/9/11

Proposer

Date



Dr. John Griffin

2/4/11

Department Chair

Date



Barbara K. Merfalan

3-11-11

Dean of Academic Programs and Services

Date

Northern Marianas College Course Guide

Course: TS 103 Introduction to the Hospitality Industry

1. **Department:** Business

2. **Purpose**

This course takes a management perspective in introducing students to the organization, structure, and general operation of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include franchising, management contracts, business ethics, and areas of management responsibility such as human resources, marketing and sales, and advertising. Students are also exposed to various career opportunities in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.

3. **Description**

A. Required/Recommended Textbook(s) and Related Materials

Required: Angelo, Rocco M. and Andrew N. Vladimir. *Hospitality Today: An Introduction*, 6th ed. Lansing, Michigan: Educational Institute of the American Hotel and Lodging Association, 2007, or later edition.
Readability level: Grade 10

B. Contact Hours

Lecture: 3 hours per week / 45 per semester

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalogue Course Description

This course takes a management perspective in introducing students to the organization, structure, and general operation of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include franchising, management contracts, business ethics, and areas of management responsibility such as human resources, marketing and sales, and advertising. Students are also exposed to various career opportunities in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations. English Placement Level: EN 093/094. Math Placement Level: None. (Offered Spring)

E. Degree or Certificate Requirements Met by Course

This course is a required course for the A.A.S. degree in Hospitality Management.

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F. Course Activities and Design

Instructional activities for the course include lectures, discussions, videos, demonstrations, group activities, field trips, projects, guest speakers, and individual assignments.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisite: None

English Placement Level: EN 093/094

Math Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a three-credit course, cost of the textbook, and the student activities fee.

Cost to the College: Instructor's salary.

Instructional resources needed for this course include instructor's computer system and software, printer, multimedia projector and projection screen, DVD and VCR players, flash drive, whiteboard, whiteboard markers, photocopied handouts, and appropriate reference materials.

6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

- A: Excellent – grade points: 4.0
- B: Above average – grade points: 3.0
- C: Average – grade points: 2.0
- D: Below average – grade points: 1.0
- F: Failure – grade points: 0.0

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Service Makes the Difference
 - 1.1 What is service?
 - 1.2 Challenges in managing and marketing service businesses
 - 1.3 Achieving superior service in a less-than-perfect world
 - 1.4 The strategic service vision
 - 1.5 Delivering on the service promise
 - 1.6 Keys to delivering good service

- 2.0 The Travel and Tourism Industry
 - 2.1 The changing world
 - 2.2 The nature of the travel and tourism industry
 - 2.3 Interrelationships within the travel and tourism industry
 - 2.4 Why people travel
 - 2.5 The social impact of travel

- 3.0 Exploring Hospitality Careers
 - 3.1 Hospitality today
 - 3.2 Careers in the hospitality industry
 - 3.3 Career options
 - 3.4 Looking for a job

- 4.0 Understanding the Restaurant Industry
 - 4.1 Today's restaurant industry
 - 4.2 Restaurant industry segments
 - 4.3 Building a successful restaurant

- 5.0 Restaurant Organization and Management
 - 5.1 Organizing for success
 - 5.2 Financial controls
 - 5.3 Operational controls

- 6.0 Understanding the World of Hotels
 - 6.1 Hotels: A dynamic industry
 - 6.2 Hotel guest segments

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- 6.3 Hotel categories
- 6.4 Hotel ownership
- 6.5 Developing and planning new hotels
- 7.0 Hotel Organization and Management
 - 7.1 How is a hotel organized?
 - 7.2 Revenue centers
 - 7.3 Cost centers
 - 7.4 ADA compliance
 - 7.5 Financial controls
 - 7.6 Quality controls
- 8.0 Club Management
 - 8.1 Background on clubs
 - 8.2 Types of clubs
 - 8.3 Club ownership
 - 8.4 Club organization
 - 8.5. Club operations
- 9.0 An Introduction to the Meetings and Conventions Industry
 - 9.1 Types of meetings
 - 9.2 The roles of civic and government organizations
 - 9.3 Where meetings are held
 - 9.4 The meeting planning process
 - 9.5 Meetings and conventions industry careers
- 10.0 Floating Resorts: The Cruise Line Business
 - 10.1 Early cruises
 - 10.2 The birth of modern cruising
 - 10.3 Cruise ship organization
 - 10.4 Seabourn: A case study in quality management
- 11.0 Gaming and Casino Hotels
 - 11.1 The story of gaming
 - 11.2 Casino hotel organization and management
 - 11.3 Casino operations
- 12.0 Managing and Leading Hospitality Enterprises
 - 12.1 A manager's job
 - 12.2 The evolution of management theory
 - 12.3 Reengineering
 - 12.4 The importance of leadership

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- 13.0 Managing Human Resources
 - 13.1 Labor trends
 - 13.2 Human resources programs
 - 13.3 Establishing productivity standards
 - 13.4 Recruiting, selecting, training, motivating, retaining, and evaluating employees
- 14.0 Marketing Hospitality
 - 14.1 The marketing concept
 - 14.2 Sales management and personal selling
 - 14.3 Advertising
 - 14.4 Public relations and publicity
 - 14.5 Sales promotions
 - 14.6 Leveraging your marketing dollars
- 15.0 How Management Companies Manage Hotels
 - 15.1 Why management companies exist
 - 15.2 The evolution of management companies
 - 15.3 Management contracts
- 16.0 Franchising is Big Business
 - 16.1 What is a franchise?
 - 16.2 The history of franchising
 - 16.3 How franchising works
 - 16.4 Owning a franchise
 - 16.5 Franchising issues
- 17.0 Ethics in Hospitality Management
 - 17.1 What is ethics?
 - 17.2 Social responsibility and business ethics
 - 17.3 Ethical issues in hospitality
 - 17.4 Must there be a code of ethics?

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8. Instructional Goals

This course will introduce students to:

- 1.0 The definition of quality service and the importance of service as a basis for successful competition in the hospitality industry;
- 2.0 Reasons people travel, current travel trends, and types of travel research;
- 3.0 The makeup and size of the lodging industry, and the general organizational structure found in lodging properties;
- 4.0 The size of the restaurant industry and the various restaurant industry segments;
- 5.0 The ways hotels can be owned and operated, including chain hotels and independent hotels, how hotels are organized, and the various ways hotels can be categorized;
- 6.0 How a cruise ship is organized, and the development of the cruise industry;
- 7.0 The history of gaming, casino hotels, and casino operations;
- 8.0 Current labor trends affecting the hospitality industry and the elements of a good human resources program;
- 9.0 The difference between marketing and selling, advertising, public relations and publicity, and sales promotions; and
- 10.0 The various career opportunities available in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.

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9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Define quality service, and describe and evaluate the importance of service as a basis for successful competition in the hospitality industry;
- 2.0 Summarize reasons why people travel, current travel trends, and types of travel research;
- 3.0 Describe in general terms the makeup and size of the lodging industry, and the general organizational structure found in lodging properties;
- 4.0 Describe in general terms the size of the restaurant industry, and list the various restaurant industry segments;
- 5.0 Explain the ways hotels can be owned and operated, including chain hotels and independent hotels, how hotels are organized, and the various ways hotels can be categorized;
- 6.0 Explain how a cruise ship is organized, and describe the development of the cruise industry;
- 7.0 Summarize the history of gaming, and describe casino hotels and casino operations;
- 8.0 Identify current labor trends affecting the hospitality industry, and identify and describe the elements of a good human resources program;
- 9.0 Distinguish marketing from selling, and describe and give examples of advertising, public relations and publicity, and sales promotions; and
- 10.0 Describe the various career opportunities available in the hospitality industry, and the knowledge and technical skills needed to effectively manage hospitality operations.

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10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Class attendance and participation;
- 2.0 Homework assignments;
- 3.0 In class exercises;
- 4.0 Quizzes and examinations; and
- 5.0 Projects.