

North Central Michigan College

NCMC MASTER COURSE SYLLABUS

Last Date Revised 11/2/05

DIVISION/AREA: Business and Technology

DEPARTMENT:

DIVISION DIRECTOR: Robert Marsh

ORIGINATOR: Robert Marsh

DEAN OF INSTRUCTION: Timothy Dykstra

HOURS OF INSTRUCTION:

Credit hours: 3

Lecture: 3

Lab: 0

Contact hours: 52.8

COURSE TITLE: Introduction to the Hospitality Industry

COURSE ALPHA: HTM

COURSE NUMBER: 121

CATALOG DESCRIPTION:

An overview of the hospitality industry including the operation and trends in the restaurant/food service management, lodging management and travel/tourism. Introductions to destinations and to the following components of travel/tourism: modes of travel, tour management, associations, agencies, marketing and sales, career preparation and opportunities and travel publications.

PREREQUISITE(S):

COREQUISITE(S):

GENERAL EDUCATION/PROGRAM OUTCOMES:

- Write and speak effectively
- Independently acquire knowledge

COURSE OBJECTIVES AND OUTCOMES:

1. The student will be able to recognize the relationships between the travel and tourism industry.
2. The student will gain an understanding of the different hospitality careers available.
3. The student will gain an understanding of the restaurant and hotel organization and management.
4. The student will gain a basic understanding of the gaming and casino industry.
5. The student will gain an understanding of franchising.

METHODS OF INSTRUCTION: Lecture, in-class exercises, field trips, guest lectures

METHODS OF EVALUATION: Exams, case studies, research paper

REQUIRED TEXT AT TIME OF COURSE ADOPTION/REVISION:

TEXTS: Hospitality Today: An Introduction, 5th ed. (Educational Institute)

OPTIONAL SUPPLEMENTARY MATERIALS:

Reasonable accommodations can be provided to students with documented disabilities. Please speak to me to arrange these or contact Learning Support Services at 348-6817.

SUGGESTED TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

(List general content description of what is being covered each week)

WEEK 1	Introduction
WEEK 2	Services make the difference
WEEK 3	The travel and tourism industry
WEEK 4	Exploring hospitality careers
WEEK 5	Understanding the restaurant industry
WEEK 6	Restaurant organization and management
WEEK 7	Understanding the world of hotels
WEEK 8	Club management
WEEK 9	The meetings industry
WEEK 10	Floating resorts
WEEK 11	Gaming and casino hotels
WEEK 12	Managing enterprises
WEEK 13	Managing human resources
WEEK 14	Marketing hospitality
WEEK 15	Management companies and franchising
WEEK 16	Ethics

APPROVED FOR ADOPTION/REVISION BY THE CRD/AP COMMITTEE ON _____