Course Syllabus

Department: Business Department

Date: 12/17/2012

I. Course Prefix and Number: HTM 100

   Course Name: Principles of Hotel and Resort Management

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:

   An overview of the history, organizational structure, and economics of the hotel business and the career opportunities in the hospitality industry. The emphasis of the course will be an examination of the technical operations integral to hotel and resort management. Areas of study will include: hotel and resort operations; front office operations; food, beverage and restaurant operations; housekeeping and engineering; sales; staff management; and guest service.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This course is a required course for Hotel & Resort Management students, a business elective for business students and a general elective for all other students.

II. Course Student Learning Outcomes:

   Upon completion of this course the student will be able to:
   1. Recognize service moments of truth and determine an appropriate course of action
   2. Define and describe the different styles of hotel accommodations
   3. Describe the organizational structure of various types of hotel properties and delineate the functions and responsibilities housed in each department
   4. Define hospitality and recognize quality guest service
   5. Describe the relationship between guest service, guest expectations, guest satisfaction and profitability

   College Learning Outcomes Addressed by the Course:

   X writing   X oral communications   X  ethics/values
   X reading   X mathematics   X global concerns
   X critical thinking   X computer literacy   X citizenship   X information resources
### III. Assessment Measures:

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Students will complete writing assignments that may include a research paper, written homework, experiential analysis papers, projects, and assignments.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will be assigned an oral presentation to be delivered to the class. Participation in discussions on related topics and debates on pertinent issues are considered an integral part of a successful completion of this course.</td>
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<tr>
<td>Ethics/Values</td>
<td>Students will analyze values and behaviors displayed by individuals and businesses alike. Special attention will be paid to decisions involving guest/employee interactions and management/employee scenarios. Additional focus will be given to human resources issues.</td>
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<tr>
<td>Global Concerns</td>
<td>Students will be introduced to global business practices and compare them to current American methodologies and procedures with a special focus on hospitality practices. Sustainability and the globalization of the hotel and restaurant industry will be discussed.</td>
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<tr>
<td>Information Resources</td>
<td>Students will be asked to research topics including current hospitality trends, brand performance, industry leaders, styles of accommodations, and corporate service programs.</td>
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### IV. Instructional Materials and Methods

#### Types of Course Materials:

Textbook – The FLCC College Bookstore is able to provide information on the textbook currently being used in this course. Additional materials such as articles, digital presentations, and guest speakers may be used to supplement the textbook.

#### Methods of Instruction:

This course may be taught using a traditional lecture and discussion format. Group exercises, individual projects, presentations, research papers, situational analysis assignments, and student-guided dialogues may additionally be used. Voluntary and mandatory visitations and field experiences may also be utilized.
Students may be evaluated on the following basis: tests, quizzes, written homework, submitted projects and papers, group participation, attendance, and class participation.

V. General Outline of Topics Covered:
1. History of hospitality
2. Applicable management theories
3. The departmental design of hotel organization including organizational charts
4. Familiarization with departmental operational activities
5. Various types of F & B outlets
6. The relationship between restaurants and hotels
7. Competition
8. Levels of service and styles of accommodations
9. Amenities and services
10. Providing quality service and guest satisfaction
11. Career realities of hospitality
12. Service moments of truth and the personalization of service
13. Facilities management including energy management and recycling
14. Human resources management and supervision
15. Management/staff relationships
16. Financial management
17. The scope and complexity of the tourism industry
18. The economic and environmental impacts of tourism in the host community
19. Handling guest issues and complaints
20. Gaming
21. Leadership
22. Hospitality trends