HOSP 2101-001
Introduction to Hospitality Management
Brian Tyrrell
MWF 12:45-2:00
Spring 2006
Objectives: To provide the student with a basic understanding of the lodging and food service industries by tracing the industries’ growth and development, reviewing the organization of hotel and food service industries by tracing the industries’ growth and development, reviewing the organization of hotel and food beverage operation and focusing on industry opportunities and future trends. Complex interrelationships involved in the business will be explained and the student will become acquainted with the variety of career opportunities available within the hospitality industry.
Required Texts: *An Introduction to Hospitality Today, 5TH* ed. Rocco M. Angelo and Andrew N. Vladimir
Objectives: Upon completion of this course students should be able to: define the components of the hospitality industry and fluently discuss the industry evolution.

Attendance: Is required.


Programming/Projects: Two interview papers @ 3-5 pages, Four (4) hospitality tours with reports.

Exams/Quizzes: Two exams and possible daily quizzes.

Evaluation:  
- Quizzes and/or Exams 25%
- Industry speaker summaries 15%
- Interviews 25%
- Homework 15%
- Participation & Attendance 20%
Course Content: This course familiarizes students with concepts such as supervision, leadership, yield management, security and loss prevention, basic hospitality accounting, and hospitality property management systems. The course also looks at the important areas of job analysis and design, training, and performance.

Prerequisites: HOSP 2101, MGMT 3110

Attendance: Required

Class Format: Lecture/Student group projects

Readings: *Cases in Hospitality Management – A Critical Incident Approach* by Timothy R. Hinkin
*Inn Basket – A Management Skills Exercise –“3 ½ diskette- The Educational Institute –
American Hotel & Lodging Association*

Evaluation: Attendance & Participation (30 classes (2xper week) 20%
Case Studies 55-typed and kept in your portfolio 35%
*Portfolios will be collected at various times during the semester
Articles – Assigned Journal Article & Current Topics 20%
Inn Basket – Exercise and personal development plan 10%
Final Project & Presentation 15%
100%
Objectives: To introduce students to the broad and dynamic field of marketing with special emphasis on hospitality marketing.

Course Content: An examination of the functional areas of marketing including such topics as service characteristics of hospitality and tourism marketing, the role of strategic planning, the marketing environment, consumer behavior, market research, market segmentation, targeting, and positioning, and the 4 P’s of marketing.

Prerequisite: Not open to freshmen.

Attendance: Recommend.

Evaluation: Exams and a project.
HOSP 3120-001
Facilities Management
Donna Albano
Tuesday/Thursday 2:30-4:20
Spring 2006

Course Content: This course studies basic engineering and maintenance aspects of hospitality facilities, including scheduled, emergency, and preventive maintenance activities. We look at public safety, building codes, equipment selection, and facility design procedures related to the hospitality industry.

Prerequisite: HOSP 2101

Attendance: Required

Class Format: Lecture


Evaluation:

- Progress Tests 35%
- Homework & Quizzes 15%
- Tour and Speaker Summaries 10%
- Participation & Attendance 15%
- Project 25%

100%
HOSP 3901-002
Professional Experience
Michael Scales
TBA
Spring 2006

Course Content: Enrollment is by permission of instructor only. All hospitality track students must complete 600 hours work experience in an area of the hospitality industry that they choose. This work experience is required prior to the completion of HOSP 4900 which is supervised internship.
Objectives/Course Content: This is a capstone course. The course is an integration of backgrounds acquired from all part of the discipline to include, front office, food and beverage, travel and tourism, accounting, marketing, human resources, service learning, and organizational behavior. This course is usually taught in a case study format based on actual or simulated hospitality policy planning and implementation.

Prerequisites: Core course completion