

**BOARD OF TRUSTEES
UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC Resolution No. 2018 – 06**

SUBJECT: Approval of the Associate of Science in Hospitality and Tourism Management at the Community College

WHEREAS, pursuant to D.C. Official Code §38-1202.06(3), the Board of Trustees is authorized to establish or approve policies and procedures governing admissions, curricula, programs, graduation, the awarding of degrees, and the general policy for the components of the University of the District of Columbia (“University”): and

WHEREAS, pursuant to §8B DCMR 308.1, new associate, baccalaureate, and graduate degree programs may be added to the University curricula upon recommendation by the Faculty Senate and the President and after approval by the Board; and

WHEREAS, the proposed Associate of Science Degree Program in Hospitality and Tourism Management (“Proposed Program”) is designed to provide a clear pathway to the flagship or other baccalaureate programs by ensuring that all courses will be transferrable; courses specified in the Proposed Program will replace courses that do not transfer and allow students to take a minimum amount of courses to complete a bachelor’s degree; and

WHEREAS, the Proposed Program was developed to fully support the mission of the Community College to serve the city’s residents by integrating workforce preparation, employability, skill development, quality education, and employer linkages; and

WHEREAS, community and public service is emphasized in all courses included in the Proposed Program’s curriculum, completion of which will provide students with a broader set of skills, knowledge that will provide opportunities to obtain line-level and supervisory positions within the industry and credits to explore options for transfer into baccalaureate programs; and

WHEREAS, the University proposes to establish the Proposed Program, based in the Division of Business at the Community College, the Proposed Program has been submitted for review and recommendation to all required levels of the faculty and administration, and the Proposed Program has been favorably recommended by the Chief Community College Officer and the President.

NOW THEREFORE, BE IT RESOLVED that the Board of Trustees of the University hereby approves the adoption and implementation of the Associate of Science in Hospitality and Tourism Management in accordance with the proposal attached hereto as **Appendix A**.

Submitted by the Academic and Student Affairs Committee

May 31, 2018

Approved by the Board of Trustees

June 26, 2018

Christopher D. Bell

Christopher D. Bell
Chairperson of the Board

FISCAL IMPACT STATEMENT

TO: The Board of Trustees
FROM: Managing Director of Finance *David L. Franklin*
DATE: May 25, 2018
SUBJECT: Associate of Science (AS) in Hospitality Management and Tourism

Conclusion

The projected financial impact resulting from the implementation of the Associate of Science (AS) in Hospitality Management and Tourism at the Community College is positive. There is no expected additional faculty cost since the proposed AS degree will rely entirely on existing, continuing full-time and adjunct faculty at the Community College. The program will require \$27,000 in Non-Personnel Services (NPS) funding, which will be supported from the Community College's existing NPS budget.

Background

The Community College currently offers an Associate of Applied Science (AAS) in Hospitality Management and Tourism, but less than 40 of the 60 credits earned in that program would be transferable to a BS program in Hospitality Management. In the Fall of 2017, the Community College collaborated with the School of Business and Public Administration to develop and submit to the Faculty Senate a proposal for a Bachelor of Science in Hospitality Management and Tourism. It is expected that the BS program will come to the Board for approval in the fall of 2018, so that it will be operational and prepared to accept students from the first graduating class of the AS in Hospitality Management and Tourism in the 2019-2020 academic year.

Financial Impact

The students enrolled in the AS in Hospitality Management and Tourism will be supported by existing full-time faculty and adjuncts teaching courses in the AAS in Hospitality Management and Tourism. There will be no need to increase the faculty to accommodate the students in this program for its first two years of operation. It is expected that a significant number of AAS Hospitality majors will enroll in the AS program as well as new first-time-in-college and transfer students. While there will be no need for additional faculty, the program will need \$27,000 for professional development, industry credentials, supplies, printing and marketing. These costs will be supported by the existing non-personnel services (NPS) of the Community College.

This request has been approved based upon the information provided. There are no anticipated risks at this time.

Transmittal Form

Type of Review Requested: Add and replace course in the Hospitality Management and Tourism curriculum, change the degree designation from Associate of Applied Science (AAS) to change the degree to Associate of Science (AS) for ease of transfer, and change the name of the degree to Hospitality and Tourism Management.


Department Curriculum Committee Chair Approval Date 4/15/2017


Department Chair Approval Date 4/5/17


School/College Curriculum Committee Chair Date 5/8/17


College/School Dean/Director Date 5/8/17

Faculty Senate Academic Policy Committee Chair Date

President of the Faculty Senate Date

N/A
Chief Academic Officer Date


University President Date 5.30.18

Board of Trustees Chair Date

MEMORANDUM

Date: May 23, 2018

To: Ronald Mason Jr., JD, President

From: Tony E. Summers, Chief Community College Officer



Re: Proposal for Associate in Science Programs

This document reviews our request to advance the program propels for Business Management and Hospitality and Tourism to the Academic Affairs Committee of the UDC Board of Trustees for review and approval.

The programs are a joint effort between the University and the Community College. The programs are designed as an educational pathway from the community college to the university without loss of college credit from the associate degree program to the bachelorette. The proposed programs provide students an integrated, institution wide approach to student success, based on intentionally designed, clear, coherent and structured educational experiences, informed by evidence, that guide each student effectively from their point of entry through to attainment of high-quality post-secondary credentials and careers with value in the labor market. The proposed program will therefore increase the academic preparation of students transitioning from the community college to the university without loss of academic credit.

The proposed programs will provide DCPS and Charter School students a defined academic pathway thus heightening the community college's reputation and credibility for providing a clean and dedicated road map for completion of an Associate Degree with a guaranteed transition to a bachelor's degree without loss of credit. With the limitations placed on the number of semesters students are eligible to receive financial aid, academic pathways from the community college to the university are growing in importance.

(Please refer to timeline on page 2.)

**PROPOSALS SUBMITTED TO FACULTY SENATE – STILL AWAITING APPROVAL
BUSINESS ADMINISTRATION**

DATE OF SUBMISSION	ITEM SUBMITTED	FEEDBACK RECEIVED TO DATE
May 8, 2017	AAS in Business Technology sent to Faculty Senate	
May 9, 2017	AAS in Business Technology, presented course changes at Faculty Senate meeting	We were informed that the proposals were submitted too late for consideration in May and was resubmitted in fall 2017 as AS in Business Administration
November 14, 2017	New Program Submitted - AS in Business Administration; presented program changes at Faculty Senate meeting; letter of support from Dr. Sepehri, Dean of Business was included.	Faculty Senate correspondence received 1/9/2018. All concerns addressed no movement as of 5/1/2018

**PROPOSALS SUBMITTED TO FACULTY SENATE – STILL AWAITING APPROVAL
HOSPITALITY AND TOURISM MANAGEMENT**

DATE OF SUBMISSION	ITEM SUBMITTED	FEEDBACK RECEIVED TO DATE
May 8, 2017	AAS in Hospitality and Tourism Management sent to Faculty Senate	
May 9, 2017	AAS in Hospitality and Tourism Management; presented program changes at Faculty Senate meeting; letter of support from Dr. Sepehri, Dean of Business was included.	We were informed that the proposals were submitted too late for consideration in May and was resubmitted in fall 2017 Faculty Senate correspondence received 10/17/2017 and 1/9/2018. All concerns addressed no movement as of 5/1/2018
October 17, 2017	All Division of Business proposals presented in May 2017 were forwarded to Dr. Connie Webster in the Office of the CAO	Continued to work on them until retirement, then handed off to Dr. Carl Moore
November 14, 2017- RESUBMITTED	AAS in Hospitality and Tourism Management presented course changes at Faculty Senate meeting	Faculty Senate correspondence received 1/9/2018. All concerns addressed no movement as of 5/1/2018

Since the programs were initially submitted to the Faculty Senate in 2017, the 45-day period for recommendations to the Chief Academic Officer has passed with no definitive action. We believe there is support to move the programs forward based on the following facts:

- The proposed programs were developed by a committee comprised of Community College and University representation;
- The programs will be supported by the University's Dean of the School of Business and Public Administration (SBPA). The programs were reviewed, approved and supported by a letter of recommendation from the Dean to the Faculty Senate;
- The Programs were reviewed and approved by Community College Curriculum Committees and the Faculty Senate;
- The American Association of Community Colleges and Achieving the Dream endorses the development and approval of Pathway programs to increase the transition of students from community college to the university without loss of credit.

The University of the District of Columbia Community College is the only community college in the Nation's Capital. Currently the community college offers 26 degree programs, with only four Associate in Arts/Science Programs. Majority of our offerings that are Associate in Applied Science programs are not designed to fully transfer from the community college to the university. Thus, a majority of our student losses credits in the transfer process. Our goal is to create a seamless pathway for transitioning.

We respectfully request the proposed Associate in Science Degree programs in Business Management and Hospitality & Tourism to be advanced to the Academic Affairs Committee of the UDC Board of Trustees for review and approval.

Thank you.

Appendix A

PROPOSAL FOR NEW ACADEMIC PROGRAM



PROPOSAL FOR COURSE CHANGES

Associate of Applied Science in Hospitality Management and Tourism

Submitted by

Scott King

Associate Professor of Hospitality, Director, Division of Business

March 7, 2016

A PROPOSAL FOR COURSE CHANGES

A. Type of review requested

Program Change – Add and replace course in the Hospitality Management and Tourism curriculum, change the degree designation from Associate of Applied Science (AAS) to change the degree to Associate of Science (AS) for ease of transfer, and change the name of the degree to Hospitality and Tourism Management.

B. Description of proposed course changes

The requested course changes are as follows:

<u>Proposed New Hospitality Management Courses:</u>	<u>Credit Hours</u>
HMGT-110C Front Office and the Guest Experience (Required) (Replaces the original HMGT204 Intro to Hotel Operations course)	(3)
HMGT-200C Sales and Meeting Management (Required) (New course: Students must know and understand the role of the Sales department in the overall success of the hotel.)	(3)
HMGT-211C Hospitality Human Resources and Diversity Leadership (Required) (Replaces the old HMGT221 Supervision course)	(3)
HMGT-215C Hotel Food and Beverage Controls (Required) (Replaces the original HMGT212 Cost Controls in the Hospitality Industry course)	(3)
FBMT -205C Food and Beverage Operations (Required) (Change in course number and name only from the original HMGT206)	(3)
HMGT-330C Managing Hotel Support Operations (Required) (Change in course number and name from the original HMGT214 Facilities and Housekeeping)	(3)
TRVL-100C Dynamics of Tourism (First Tourism course added to the program)	(3)
<u>Proposed New General Business Courses:</u>	<u>Credit Hours</u>
ECON -201 Principles of Macroeconomics (foundation of the hospitality industry)	(3)
ECON -202 Principles of Microeconomics (foundation of the hospitality industry)	(3)
ACCT -201 Principles of Accounting I (foundational course for 3 rd level Hospitality Accounting)	(3)
ACCT -202 Principles of Accounting II (foundational course for 3 rd level Hospitality Accounting)	(3)

1. Course changes for the Hospitality Management and Tourism Associate of Applied Science (AAS) degree

Rationale: After completion of the current AAS degree in Hospitality Management and Tourism at UDC, students are left with courses that do not apply towards any degree program at UDC. In fact, a hospitality graduate from the community college only carries approximately of 37 credits from the Community College over to the Van Ness campus. Currently, courses like Economics, which is the foundation of hospitality, and Principles of Accounting are not offered in the AAS program. These courses are standard for any business program. Adding these courses to the degree program in Hospitality and Tourism Management would allow students to apply credits they have already earned if they choose to pursue a bachelor level business degree at the Van Ness campus or other four year institutions. Additionally, the new courses will provide a more in depth industry specific knowledge as opposed to the number of introductory courses that make up the current program of study. This synergistic sequence of courses represents the areas of the industry where a student with an associate's degree is more likely to find employment.

C. Feasibility of course changes

1. Demonstration of need (including internal and external supporting data).

Hospitality organizations are requiring bachelor degree graduates to manage its operations. The current AAS degree might allow for students to obtain line level positions within the industry, but it makes it difficult for students to transfer into four year bachelor degree programs. This is due to the fact that courses are not designed synergistically to link the courses, skills, and outcomes together. Furthermore, many of the completed courses do not transfer into a bachelor level degree program. Therefore, it would be in the best interest of UDC-CC to change the courses that make up the current AAS degree. Not only will this provide students with the same opportunities to obtain line level positions within the industry, but it will allow them to easily transfer their completed work into a bachelor degree program at UDC or another institution.

2. Congruence with academic unit objectives and university mission.

The mission of the academic unit is to provide training to meet the needs of the workforce in the District of Columbia and surrounding areas. The UDD-CC Hospitality and Tourism Management program was developed to fully support the mission of the Community College to serve the city's residents by integrating workforce preparation, employability, skill development, quality education, and employer linkages. Therefore, if the program is going to prepare students to meet the demands of the workforce, we must provide a quality internship experience to help meet the needs of the growing market.

The primary objective is to develop a highly reputable program that graduates professionals who are prepared to start a career in hospitality. The unit is committed to providing quality programs that meet the criteria for program approval by our professional accrediting agency. Making the necessary changes in program offerings will help to ensure that our programs meet accreditation standards.

3. Avoidance of duplication or overlap with existing courses or programs.

There is no overlap or duplication of courses in the Community College. The courses are unique to the associate degree program in Hospitality.

4. Relationship with other programs/departments/schools/colleges is currently in effect.

The change to AAS degree course will not have an adverse effect on any other programs.

1. Standards of relevant accrediting agencies and/or professional societies, if appropriate.

The changes requested will help the program meet the standards of accreditation. It will enhance the program by adequately providing students with the real world experience as outlined in the program of study. These changes will strengthen the program and allow us to apply for accreditation with the Accrediting Commission of Programs in Hospitality Administration.

2. Number of students immediately affected if relevant. Projected enrollment if relevant.

This change will have an immediate effect on all students in the hospitality program. However, all courses taken under the current AAS degree will be transferred into the new AAS degree. With effective marketing and recruiting activities, the number of student could increase by 25-50 students each fall semester. Within the first two years of the program enrollment could reach 100 students.

7. Effect on student development, employment or program effectiveness, if relevant.

The Associates of Science Program in Hospitality Management aims prepare students for employment or to transition into a four year program. It is not only industry specific, but it consist of the general education courses that will better prepare students for success in the industry specific courses as well as facilitate their transition into a four year program. It emphasizes both course work and practical experience in preparing students for positions in hotels, restaurants, and other hospitality and tourism service organizations. The changes will make the program more effective and more efficient. Students will also gain more marketable employment skills and be able transfer those skills to remaining courses as well as into employment opportunities.

8. Adequacy and appropriate qualifications of current faculty and support staff.

The current faculty has the experience and qualifications to teach the courses proposed. However, within one year, it is projected that additional faculty members and support staff to support the growing number of students who will be majoring in Hospitality and Tourism Management.

9. Adequacy of current facilities (Proposed offices, classrooms, labs, etc.), supplies and equipment, and library and technical resources.

The changes being requested will not necessitate a change in facilities, supplies, equipment, and other resources at this time.

10. Estimated costs, available funds, and probable funding sources

Resource Requirements

First two years:

1. A minimum of two full-time faculty members with appropriate qualifications.
2. Two adjunct faculty
3. A marketing strategy

Budget:

	<u>First Year</u>	<u>Second Year</u>
Human Resources: (Two full-time faculty members and Two adjunct faculty)	Current \$175,000	Current \$175,000
Equipment and Software	None	None
Industry Membership Credentials	1,000.00	1,000.00
Professional Development (Conferences)	4,500.00	4,500.00
Office Supplies	750.00	750.00
Printing	1,500.00	1,500.00
Program Marketing Activities	20,000.00	20,000.00
	<hr/>	<hr/>
Program Expenses:	\$27,750	\$27,750
Total Program Costs:	\$202,750	\$202,750

Note:

As enrollment grows, and the need arises for offering introductory and upper level courses, additional faculty members, clerical support, equipment, classrooms, and office/lab supplies would be needed. It is projected that after two years, additional faculty members would be needed to offer additional degree offerings!

Marketing of Program:

Educational programs do not market themselves. Potential students have to be approached in order that they would consider this program before they make their decisions in regard to the choice of a university and a major. To market this program, the following has to be done:

1. Ads in papers and/magazines that potential students read
2. Attractive brochures that adequately describe the program
3. High school visitation
4. Attendance at college fairs in the DMV area.
5. Open house days that are adequately advertised.
6. Visits to HR offices in hospitality service organizations
7. Direct marketing through social media and mail

11. Identify additional needs, if any.

None

E. Proposed date of implementation. Fall 2017

APPENDIX

Program Requirements and Electives:

General Education Requirements:

	<u>Credits</u>
English Composition I & II	6
Finite Math of Higher	6
Natural Science	4
Computer Applications in Business (with lab)	3
Public Speaking	3
	<hr/>
	22

General Business Requirements:

Business Communications	3
Principles of Macro- and Microeconomics	6
Principles of Accounting	6
	<hr/>
	15

Hospitality Management Requirements:

	<u>Credits</u>
Introduction to Hospitality	3
Front Office and the Guest Experience	3
Food and Beverage Operations	3
Hospitality Sales and Meeting Management	3
Managing Hotel Support Operations	3
Hospitality Human Resources and Diversity Leadership	3
Hotel Food and Beverage Controls	3
Dynamics of Tourism	3
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	24

First Year seminar:

1

Total Semester Hours Required for Degree:

62

Suggested Curriculum

Course Number	Course Title	Credits
<u>Freshman Year</u>		
<u>Fall Semester</u>		
ENGL-111C	English Composition I	3
MATH-xxx	Intermediate Algebra or Higher	3
ECON -201	Principle of Macroeconomics	3
HMGT-104C	The Hospitality Industry and Tourism	3
APCT-104C	Computer Applications in Business w/Lab	3
FSEM-101C	First Year Seminar	1
		16
<u>Spring Semester</u>		
ENGL-112C	English Composition II	3
MATH-xxx	Finite Math of Higher	3
HMGT-110C	Front Office and the Guest Experience	3
FBMT -205C	Food and Beverage Operations	3
ECON -202	Principles of Microeconomics	3
		15
<u>Sophomore Year</u>		
<u>Fall Semester</u>		
SCI-XXX	Natural Science with lab	4
SPCH115-C	Public Speaking	3
HMGT-200C	Sales and Meeting Management	3
ACCT -201	Principles of Accounting	3
HMGT-211C	Hospitality Human Resources and Diversity Leadership	3
		16
<u>Spring Semester</u>		
ACCT -202	Principles of Accounting II	3
OADM-208C	Business Communications	3
HMGT-215C	Hotel Food and Beverage Cost Controls	3
HMGT-330C	Managing Hotel Support Operations	3
TRVL-100C	Dynamics of Tourism	3
		15

Abbreviated Course Syllabi for New Courses

COURSE TITLE: INTRODUCTION TO HOSPITALITY
COURSE NUMBER: HMGT104C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) NONE

COURSE DESCRIPTION:

The course is an introduction to the various segments within the hospitality industry (lodging; food service; travel & tourism; and sports, entertainment & event management). The course is intended to prepare the student to apply sound management principles to the challenges encountered within the industry.

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to;

1. Explain the major segments in the Hospitality Industry including their historical perspectives; and understand how they relate to each other.
2. Outline career opportunities and career paths in the Hospitality field.
3. Outline the organization and structure of various types of lodging, food service, tourism, and sports facilities operations. Emphasis is placed on the human resource functional area.
4. Describe the various organizational areas found in hospitality operations, and explain the important functions performed in each area.
5. Explain important terminology used in this industry.
6. Operate personal computers to write papers using the word processing function.

COURSE TITLE: FRONT OFFICE AND THE GUEST EXPERIENCE
COURSE NUMBER: HMGT110C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) HMGT-104C

COURSE DESCRIPTION:

This course familiarizes students with the front office department of the hotel. Emphasis is placed on: guestroom availability, reservation processing, guest registration, night audit and check out procedures through a computerized property management system. Students focus on all aspects of the unique relationship between the front office and the other departments in the hotel. This course will also introduce students to customer/guest service management within the hospitality industry. Emphasis is placed on the development of service standards, the problem solving process, data gathering techniques, technological methods and fiscal accountability. Students take an industry recognized responsible alcohol service exam.

Prerequisite(s): HGMT104C or equivalents
Delivery Method (s): Lecture
3 Credit Hours

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to:

1. Describe reservation processing as it relates to guestroom availability.
2. Demonstrate a proficiency in the use of a computerized property management system to process reservations, guest registration, posting transactions and settlements and checkouts.
3. Assess techniques for increasing occupancy and maximizing average daily rate (ADR).
4. Demonstrate knowledge of front office accounting systems, including night audit.
5. Explain the interdepartmental relationships between the front office and various departments as it impacts operations and guest service.
6. Discuss the role and value of ethics in front office operations.
7. Describe the principles of customer/guest service management.
8. Define and demonstrate the problem solving process in the customer/guest service management process.
9. Identify standard operating procedures and quality customer/guest service management standards.
10. Evaluate the financial implications of the customer/guest service management delivery system.
11. Explain technological methods as it relates to customer/guest service management systems.
12. Recognize the different types of data gathering techniques and their impact on customer/guest service management.

COURSE TITLE: SALES AND MEETING MANAGEMENT
COURSE NUMBER: HMG200C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S): SOPHOMORE STATUS

COURSE DESCRIPTION:

This course familiarizes students with the scope of sales and meeting management within the hospitality industry. The reciprocal relationship between selling and service is presented within the context of hospitality marketing practices.

Prerequisite(s): Sophomore Status

Delivery Method (s): Lecture

3 Credit Hours

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to;

1. Evaluate the needs of market segments and individual organization and match those needs with an appropriate hospitality products or service.

2. Critique various types of sales and marketing communication, including personal selling, advertising and public relations.
3. Describe the roles and the expertise required in the various service departments of a hospitality facility
4. Discuss the size, scope and importance of high volume business segments
5. Describe the development and implementation of a sales and marketing plan

COURSE TITLE: HOSPITALITY HUMAN RESOURCES and DIVERSITY LEADERSHIP
COURSE NUMBER: HMGT225C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) SOPHOMORE STATUS

COURSE DESCRIPTION:

Operational and staff managers in today's hospitality-related businesses often manage a diverse group of employees and are responsible for compliance with employment laws and human resource policies. Therefore, managers must be knowledgeable about laws and best practices when working with their employees. This course helps students develop managerial knowledge and skills in several areas of human resource management including recruiting, interviewing, selection, orientation, training, performance evaluation and management, discipline, terminations, and employee and union relations.

Prerequisite: HMGT-110C or FBMT-106C or equivalents.

Delivery Method (s): Lecture

3 Credit Hours

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student will have the ability to:

1. Demonstrate knowledge about the diversity of the American workforce and its impact on management actions and human resource processes.
2. Develop a recruiting plan and selection process along with tools for implementing them such as: interview questions for industry employees, job descriptions and job specifications.
3. Design an employee evaluation instrument that includes performance standards.
4. Create orientation and training programs appropriate to the industry.
5. Explain how U.S. employment-related laws impact human resources practices.
6. Demonstrate an understanding of performance management, disciplinary procedures, employee and union relations, and lawful terminations.

COURSE TITLE: HOTEL FOOD AND BEVERAGE COST CONTROLS
COURSE NUMBER: FBMT-215C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) HMGT-110C AND FBMT-205C OR EQUIVALENTS

COURSE DESCRIPTION:

This course is designed to complete a student's foundation in purchasing and food and beverage operational controls. Emphasis is placed on methods used by hotel managers in order to increase food and beverage operational profits through maximizing revenues and controlling costs. Students also develop income statements and utilize spreadsheet applications to analyze food and beverage operations.

Prerequisite: HMGT-110C, FBMT-106C, ACCT201C, or equivalents.

Delivery Method (s): Lecture

3 Credit Hours

COURSE DESCRIPTION:

This course is designed to complete a student's foundation in purchasing and food and beverage operational controls. Emphasis is placed on methods used by hotel managers in order to increase food and beverage operational profits through maximizing revenues and controlling costs. Students also develop income statements and utilize spreadsheet applications to analyze food and beverage operations.

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to:

1. Explain the importance of establishing standards and standard operating procedures to control costs.
2. Analyze the operating cycle of control and the techniques hotel managers can use in order to maximize revenues and control costs.
3. Calculate food and beverage costs and determine selling prices.
4. Discuss the unique aspects of hotel food and beverage cost control as they relate to hotel operations.
5. Utilize spreadsheets in order to analyze the profitability of a hotel food and beverage operation.

COURSE TITLE: MANAGING HOTEL SUPPORT OPERATIONS

COURSE NUMBER: HMGT330C

CREDIT HOURS: 3 SEMESTER CREDIT HOURS

PREREQUISITE(S) HMGT-110C OR FBMT-106C OR EQUIVALENTS

COURSE DESCRIPTION:

This course introduces the student to the role of the property operations manager in a lodging context. Essential elements of engineering, housekeeping, and safety are studied. The student is introduced to technical, managerial, financial and legal issues related to these departments. The environmental impact of activities in this area of management is highlighted. The course content has application to other settings as well.

Prerequisite(s): HGMT104C, FBMT106C, and sophomore status

Delivery Method (s): Lecture

3 Credit Hours

COURSE DESCRIPTION:

This course introduces the student to the role of the property operations manager in a lodging context. Essential elements of engineering, housekeeping, and safety are studied. The student is

introduced to technical, managerial, financial and legal issues related to these departments. The environmental impact of activities in this area of management is highlighted. The course content has application to other settings as well.

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should be able to:

1. Define the role and scope of jobs for the Chief Engineer and Executive Housekeeper in providing high quality service, comfort, cleanliness and safety in compliance with their legal responsibilities and environmental sensitivity
2. Develop safe standards and procedures for property operations, especially for room preparation and cleaning.
3. Develop specifications for the selection of equipment and property service vendors and the purchase of building elements such as floor covering, wall treatments, and furnishings.
4. Explain the principles of linen room and laundry management, including water quality and conservation.
5. Define the major elements and principles of basic electrical, lighting, heating, ventilation, air conditioning, life safety and water systems.
6. Explain the need for energy conservation and other sustainable property operations programs in hospitality facilities and describe the methods, procedures, and equipment necessary for such a program.
7. Prepare budgets and schedules for a property operations department.

COURSE TITLE: DYNAMICS OF TOURISM
COURSE NUMBER: HOSP-220C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) NONE

COURSE DESCRIPTION:

This is a management-oriented course covering the economic, cultural and social functions in the planning and development of the tourism industry. Emphasis is placed on organizational concepts. (OL)

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should be able to:

1. Analyze the components, organizations, and impacts of the tourism industry.
2. Identify and interpret the principal motivators for tourists to travel.
3. Identify various destinations and identify political, social, environmental, and economic impacts.
4. Analyze the appropriate planning steps in the creation of sustainable domestic as well as an international destination.
5. Analyze the appropriate planning processes needed for tourism development.
6. Formulate a strategic plan for a specific destination, including pre- and post-development phases that will create a sustainable development.

Abbreviated Course Syllabi for Old Courses

COURSE TITLE: INTRO TO HOTEL MANAGEMENT
COURSE NUMBER: HMGT204C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) HMGT-104C

COURSE DESCRIPTION:

The course is an introduction to the various segments within the hospitality industry (lodging; food service; travel & tourism; and sports, entertainment & event management). The course is intended to prepare the student to apply sound management principles to the challenges encountered within the industry.

Prerequisite(s): None

Delivery Method (s): Lecture, Online

3 Credit Hours

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to:

1. A student who completes this course would be able to understand the fundamental managerial functions of Hotel/Lodging rooms and services demand projections, yield management, sales forecasting and seasonal demand impact on hotel operations.
2. Students would understand the entrepreneurial/franchising investments in Hotels/Lodging business. And the opportunities and threats that exist in the lodging.
3. Upon completion of this course, Students would be able to know the various trade and professional organizations that are associated with the networking and promotions for Hotel/Lodging operations.

COURSE TITLE: HOSPITALITY FACILITIES AND HOUSEKEEPING MANAGEMENT
COURSE NUMBER: HMGT214C
CREDIT HOURS: 3 SEMESTER CREDIT HOURS
PREREQUISITE(S) HMGT-110C OR FBMT-205C OR EQUIVALENTS

COURSE DESCRIPTION:

This course illustrates the significance of Hospitality Facilities Design, minimization of maintenance cost/budgeting, impact of quality training on Housekeeping staff as well as environmental and interior decoration.

COURSE OBJECTIVES:

Upon satisfactory completion of this course, a student should have the ability to:

1. Upon finishing this course, a student would be able to understand the various components of Hospitality Facilities Management and how they function to minimize costs for Hospitality operations.
2. Students would be able to relate capital expenditures to budgeted expenses. Thus, deducing their impact on actual costs, expenses, revenues, and profits.
3. Students who completed this course would be able to know the design of Hospitality Facilities layout and the inventory control measures of the Housekeeping Department. Also, they will be able to comprehend the fundamental measures of cost control techniques applicable to Hospitality Facilities Management.

Foundational Courses – Functional area

Year	Guest Service Foundation	Rooms Operations Foundation	F&B Operations Foundation	Human Resources and Diversity Leadership	Physical Plant Operations and Sustainability
Developing Professional Behaviors					
Project Management					
Team Dynamics					
Demand based Scheduling/Productivity					
Analyzing Financial Results					
Inventory Control Procedures					
Leveraging Social Media					
Managing Public Relations					
Managing Servicescape					
Managing Guest Perceptions					
Environmental/Sustainability Implications and Opportunities					
Managing Cultural Diversity					
Understanding Industry Terminology					
Managing Interpersonal Relationships					
Negotiating					
Critical Leadership Skills					
Reflection					
Blooms Taxonomy (Cognitive Domain)					
Remembering					
Understanding					
Applying					
Analyzing					
Evaluating					
Creating					

Designed by functional area.

Core Competencies Integrated

Sequential Taxonomy