

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
BSAD 206 - INTRODUCTION TO THE HOSPITALITY MANAGEMENT**

Created by: Charles R Fenner, Phd

Updated by:

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall/2018

A. **TITLE:** INTRODUCTION TO THE HOSPITALITY MANAGEMENT

B. **COURSE NUMBER:** BSAD 206

C. **CREDIT HOURS:** 3 credit hour(s) per week for 15 weeks

D. **WRITING INTENSIVE COURSE:** Yes No

E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE DESCRIPTION:**

This course introduces students to the hospitality industry, providing a general overview of trends and issues in key industry segments such as lodging, foodservice, tourism, recreation, and attractions, and MEEC (meetings, events, exhibitions, and conventions). The course also examines career and educational opportunities in the hospitality industry and provides a foundation for higher-level hospitality courses.

H. **PRE-REQUISITES:** None Yes If yes, list below:

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

| <u>Course Student Learning Outcome</u> <u>[SLO]</u> | <u>Program Student Learning Outcome</u> <u>[PSLO]</u> | <u>GER</u> <i>[If Applicable]</i> | <u>ISLO & SUBSETS</u> | |
|---|--|--------------------------------------|---|--|
| Describe the origins, development, size, and scope of the hospitality industry. | Critical Thinking and Analytic Competence. | N/A | 1-Comm Skills 2-Crit Think ISLO | O PS Subsets Subsets |
| Identify the general organizational structure and management of the lodging, food service, tourism, recreation, attractions, and MEEC (meetings, events, exhibitions, and conventions) sectors of the hospitality industry. | Critical Thinking and Analytic Competence. | N/A | 1-Comm Skills 2-Crit Think 5-Ind, Prof, Disc, Know Skills | W PS None Subsets |
| Explain current domestic and foreign trends (including sustainable operations) within the hospitality industry and identify factors that could affect the future of the industry. | Global Perspective | N/A | 4-Soc Respons ISLO ISLO | GL Subsets Subsets Subsets |
| Identify and research hospitality career options and educational and training opportunities.. | Core Business Knowledge | N/A | 5-Ind, Prof, Disc, Know Skills ISLO ISLO | None None Subsets Subsets |
| | | N/A | ISLO ISLO ISLO | Subsets Subsets Subsets Subsets |

| KEY | <u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u> |
|---------------|---|
| ISLO # | ISLO & Subsets |
| 1 | Communication Skills Oral [O], Written [W] |
| 2 | Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i> |
| 3 | Foundational Skills <i>Information Management [IM], Quantitative Lit,/Reasoning [QTR]</i> |
| 4 | Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i> |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input checked="" type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input checked="" type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. **TEXTS:**

Walker, J.R. (2013). Introduction to Hospitality (6th ed.). Upper Saddle River, NJ: Prentice-Hall.

L. **REFERENCES:**

Angelo, R. & Vladimir, A. (2011). Hospitality today. Orlando, FL: The Educational Institute.

Barrows, C., Powers, T., & Reynolds, D. (2012). Introduction to management in the hospitality industry. Hoboken, NJ: John Wiley & Sons.

Brotherton, B. (ed.). The international hospitality industry: Structure, characteristics, & issues. New York, NY: Routledge.

Chon, K. & Maier, T. (2010). Welcome to hospitality: An introduction (3rd ed.). Independence, KY: Cengage Learning.

Walker, J.R. & Walker, J.T. (2012). Exploring the hospitality industry (2nd ed.). Upper Saddle River, NJ: Prentice-Hall.

M. **EQUIPMENT:** None Needed: Smart classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Exams
- Papers and/or Projects
- Participation

P. **DETAILED COURSE OUTLINE:**

- I. Introduction to the Hospitality Industry
- A. Hospitality through the ages
- B. Characteristics of the Hospitality Industry
- C. General Trends
- D. Career and Educational Options

- II. Lodging Sector**
 - A. History of Innkeeping in the United States**
 - B. An International Perspective**
 - C. Lodging Classifications and Trends**
 - D. Lodging Operations (e.g. reservations, guest services, housekeeping, security, revenue management)**

 - III. Food and Beverage Operations and Trends**
 - A. Food operations**
 - a. Food and Beverage Management**
 - B. Catering and Banquet Management**
 - C. Restaurant Operations**
 - D. Room Service Management**
 - E. Managed Services (e.g. airlines and airports, educational institutions, health care facilities, military, business and industry)**

 - IV. Tourism, Recreation, and Attractions**
 - A. Commercial sites and destinations**
 - B. Government-sponsored sites and destinations**
 - C. Museums and Heritage Sites**
 - D. Theme and Amusement Parks**
 - E. Animal Attractions**
 - F. Gaming and Casinos**
 - G. Clubs**

 - V. Meetings, Events, Exhibitions, and Conventions (MEEC)**
 - A. The Development, Size, and Scope of the MEEC Segment**
 - B. Types of Meetings, Events, Exhibitions, and Conventions**
 - a. Including Special Events:**
 - i. Corporate**
 - ii. Association**
 - iii. Charity/Fundraising**
 - iv. Social**
 - v. Fairs and Festivals**
 - vi. Concerts**
 - vii. Sporting Events (including Mega Sporting Events)**
 - C. Venues (including historical sites and unique locations)**
- Q. LABORATORY OUTLINE: None Yes**