

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



MASTER SYLLABUS

BSAD 206 – INTRODUCTION TO HOSPITALITY MANAGEMENT

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0901

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: Introduction to Hospitality Management

B. COURSE NUMBER: BSAD 206

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	x
Spring	
Fall and 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
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Describe the origins, development, size, and scope of the hospitality industry.	Properly use accounting principles and practices in accordance with GAAP.	1. Critical Thinking and Analytic Competence.	1 - W
b. 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.	Effectively communicate orally and in writing, using appropriate accounting terminology.	1. Critical Thinking and Analytic Competence.	2 - IA 5
c. Explain current domestic and foreign trends (including sustainable operations) within the hospitality industry and identify factors that could affect the future of the industry.	Demonstrate a clear understanding of ethical and professional behavior.	5. Global Perspective	4 - GL
d. Identify and research hospitality career options and educational and training opportunities.	Properly use accounting principles and practices in accordance to GAAP.	3. Core Business Knowledge	5

KEY	<u>Institutional Student Learning Outcomes</u> <u>[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],</i>

	<i>Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K. TEXTS: Walker, J. R., & Walker, J. T. (2020). Introduction to Hospitality (8th ed.). Pearson. ISBN 978-0135209813

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Papers
- Group 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