

HRM115 : Introduction To Hospitality

General Information

Author:	<ul style="list-style-type: none">Andrew Feldman
Course Code (CB01) :	HRM115
Course Title (CB02) :	Introduction To Hospitality
Department:	HRM
Proposal Start:	Summer 2025
TOP Code (CB03) :	(1307.00) Hospitality
CIP Code:	(52.0901) Hospitality Administration/Management, General.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000211510
Curriculum Committee Approval Date:	09/11/2024
Board of Trustees Approval Date:	11/19/2024
Last Cyclical Review Date:	09/11/2024
Course Description and Course Note:	HRM 115 provides an overview of the hospitality industry with an emphasis on career opportunities, customer service, and personal success strategies. Brief history, description and interrelationships of key leisure industry segments emphasizing the application of technology, ethics, leadership, teams, critical thinking, and service standards for the food service, lodging, and travel-related businesses.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Mode of Delivery:	No value
Author:	<ul style="list-style-type: none">Andrew Feldman
Course Family:	No value

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Cullnary Art/Food Technology (Food service, meat cutting, baking, waiter/waitressing, bartending)
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
HOSP (Management)	Hospitality Management	Approved	08/29/2016	HOSP 100 - Introduction to Hospitality Management

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education Status (CB10)

Weekly Student Hours

Course Student Hours

	In Class	Out of Class	Course Duration (Weeks)	18
Lecture Hours	3	6	Hours per unit divisor	54
Laboratory Hours	0	0	Course In-Class (Contact) Hours	
Studio Hours	0	0	Lecture	54
			Laboratory	0
			Studio	0
			Total	54
			Course Out-of-Class Hours	
			Lecture	108
			Laboratory	0
			Studio	0
			Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards	Description
No value	No value

Course Limitations

Cross Listed or Equivalent Course

Description

No value

No value

Specifications

Methods of Instruction

Methods of Instruction

Lecture

Methods of Instruction

Discussion

Methods of Instruction

Multimedia

Methods of Instruction

Collaborative Learning

Methods of Instruction

Demonstrations

Methods of Instruction

Field Activities (Trips)

Methods of Instruction

Guest Speakers

Methods of Instruction

Presentations

Out of Class Assignments

- Essays (e.g. a summary, based on basic library research, of a specific country describing hospitality operations or a description of a site visit to a hotel property or restaurant)
- Group projects
- Individual projects (e.g. a written outline of a presentation and appropriate media such as photos depicting a country's hospitality operations)
- Field activities

Methods of Evaluation	Rationale
Writing Assignment	Weekly oral and written assignments
Exam/Quiz/Test	Midterm
Exam/Quiz/Test	Final exam
Project/Portfolio	Individual projects

Textbook Rationale
No Value

Textbooks				
Author	Title	Publisher	Date	ISBN
Walker, John R	Introduction to Hospitality	Pearson	2024	9780137838189

Other Instructional Materials (i.e. OER, handouts)
No Value

Materials Fee
No value

Learning Outcomes and Objectives
Course Objectives
Describe the history of the hospitality industry as a whole and its various segments.
Distinguish between the various types of food service and lodging establishments.
Identify managerial responsibilities in different hospitality operations.
Describe how economic, social, cultural changes have impacted the travel and tourism business.
Demonstrate effective leadership and communication skills in a group setting.
Identify qualities of effective leadership important to the success of hospitality operations.

SLOs

Choose appropriate curricular and professional work experience options for desired career choices.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate
Core creativity that leads to innovative ideas.
ILOs

Recognize the various components of each segment of the hospitality industry and how they interrelate.

Expected Outcome Performance: 70.0

ILOs Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to
Core solve unique problems.
ILOs

Analyze and evaluate the quality level of customer service in at least three different hospitality settings.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate
Core creativity that leads to innovative ideas.
ILOs

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

The Hospitality Industry and You (6 hours)

- What is hospitality management
- Why study in a hospitality management program
- Forces affecting growth and change in the hospitality industry
- Hospitality through the ages

Lodging –Meeting Guest Needs (10 hours)

- The history and evolution of lodging
- Classifications of hotel properties
- Types of travelers (business vs. leisure)
- Hotel rating services

- Competition and branding in the hotel business

The Food Service Industry (10 hours)

- Chain, independent, and franchise restaurant systems
- Marketing and branding systems
- Food and beverage operations
- Site selection criteria
- Catering and banquet operations

Travel and Tourism (6 hours)

- Travel agents and tour operators
- Emerging tourism themes: eco, gastro, adventure, culture
- Airline industry
- Cruise line industry
- Economic overview of travel and tourism

Recreation and Gaming (8 hours)

- Leisure and wellness
- The world of recreational attractions
- Club management
- Evolution of gaming and casinos
- Trends in entertainment industry

Managerial Areas of the Hospitality Industry (14 hours)

- Interpersonal skills
- Managing the service transaction
- Planning and organizing
- Leadership development
- Communicating and decision-making
- Service as a sustainable competitive advantage

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liason?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value